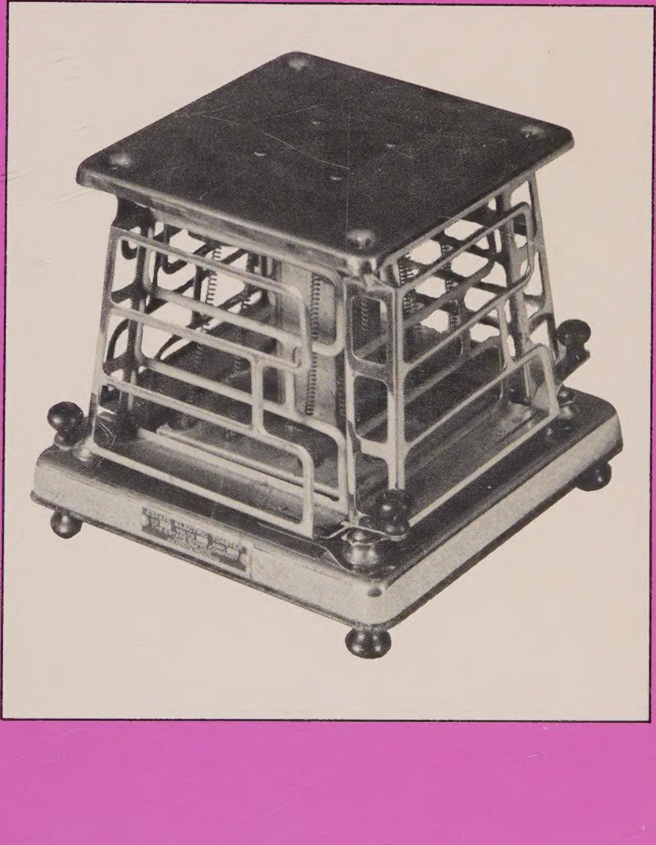
$10.95

HAZELCORN'S

PRICE GUIDE TO OLD ELECTRIC TOASTERS

1908–1940



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EARLY AMERICAN ELECTRIC TOASTERS

A Selection of
Historical, Interesting and Good
Examples, 1906 to 1940

More than ninety specimens illustrated, with accompanying technical information and dates of invention and manufacture,

FOR THE FIRST TIME CLASSIFIED
IN FAMILIES & SPECIES

Also:

reprints from patents, advertisements and catalogs, and an index to principal manufacturers and trade names.

BY
C. Fisher

H.J.H.
PUBLICATIONS

DEPT. A P.O. BOX 1066 TEANECK, N.J. 07666

A TOAST -

To Albert Marsh, for introducing Chromium to Nickel;

To the ingenious inventors who left us the Toasters, whether known by name in patents or not;

To Bernard Finn of the Smithsonian Institution for help and encouragement;

To Richard Foster for more of the same and for his Eagle Eye in the hunting grounds;

To Alan Douglas for gracious help in his unique library of trade and technical materials;

To three other neighbors in the radio collecting fraternity for rare old catalog pages,

and to Carole, who saw the humor of it all through thin and thick, suffering in stuffy shops and flea markets too hot for fleas, and enduring the invasion of our home by rusty crumb-encrusted fossils - herself a beady-eyed discoverer!

Finally, both of us bow to John Fesperman, our great friend and frequent host, in gratitude and glee for Starting It All, with a Hotpoint 115T17 on his breakfast table for the last 25 years.

We also acknowledge with thanks the assistance of the Public Libraries of New Britain, Conn., Flint, Mich. and Mansfield, Ohio, and especially that of Mr. Gary Lolkus of Hoskins Mfg. Co. for the history of Albert Marsh and his company.

EARLY AMERICAN ELECTRIC TOASTERS

An illustrated history, 1906 to 1940, with emphasis on the early and the excellent.

Most of these toasters were made during the brief period when makers were exploring for attractiveness as much as for utility, and for value as a basis for price.

The great period declined during the thirties; toasters grew bulbous, automatic, monotonous and cheap.

We include some few nice toasters from 1930 to 1940, made by die-hard believers in charm and quality, but our line is drawn: others are welcome to pick up where we leave off.

Most old toasters are pretty gadgets; it is these that we trace in their design history through inventions, imitations and patent confrontations. Comments on design, materials and manufacturing techniques are offered.

In addition to photographs, we reprint from patents and old catalogs to illustrate toasters having thus far escaped collection.

We expect omissions to come to our attention - especially of toasters from the Mid and Far West; we make no claim to encyclopedic completeness. There are combination toasters, the majority of horizontal toasters, restaurant toasters, foreign toasters, and truly ugly toasters, which we omit, according to our judgement and taste.

We give our opinions on quality, style and performance, and make some statements based on adventurous guesses. We are breaking fresh ground, and corrections will be welcome.

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INTRODUCTION

Electric lighting began long before 1900, along with electric railways and other machinery, but there were no electric toasters or other small electric heating appliances to speak of in 1900. Why not? Lots of people had worked with electricity and seen a bare wire get red hot. Some of them must have imagined how useful a red-hot coil of wire would be as a portable source of heat. But electricity was expensive, and the wiring in houses only designed for lighting. And power was often furnished only at night. Above all, no one had discovered a kind of wire that could be heated red hot over and over again, for the elements of the gadgets we take for granted.

Flatirons were the first small heating appliances to be electrified. Ironing in the home was weekly drudgery. Irons were heated on the stove or kerosene heater, winter and summer, several in rotation, with the ironing board nearby. A few commercial attempts at self-heating irons using alcohol or gasoline burners were effective but frightening. An electric iron would take the hot work out of the kitchen, and much of the drudgery out of the work; here was a ready market. Soon after 1900 a number of companies were making irons, but they all depended on fragile imported heating wire embedded in asbestos or plaster for protection against burning out.

The idea of electricity for heating was tantalizing, it being so much easier to transport than the heat itself in any form, whether steam, gas or other fuel. Large firms and small joined the search for the magic material - some attempting to improve existing alloys, while others engaged in original research. By March 1905 a young engineer from Lake Bluff, Illinois, working in his spare time, had solved the riddle. The solution: a simple combination of nickel and chromium; the inventor, Albert L. Marsh. He was granted a patent on Tuesday, February 6, 1906, for a discovery almost as important as the incandescent lamp.

Any inventor knew the heating element problem was solved when he read in the patent of this alloy with "the properties of being very low in electrical conductivity, very infusible, non-oxydizable to a very high degree, tough and sufficiently ductile to permit drawing or shaping it into wire or strip to render it convenient for use as an electrical resistance element."

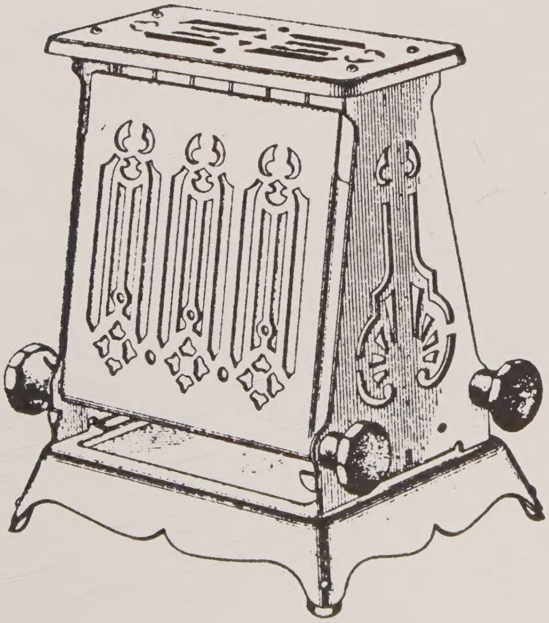
The Hoskins Manufacturing Co. was promptly formed to develop uses and markets for Marsh's discoveries. From the start they concentrated on industrial and laboratory applications, with only one venture into the consumer market in late 1909, with a table cooker called the **Toastove.**

The race to the marketplace with new and improved products was rather leisurely by today's standards. Irons were soon improved with the new alloy, and their makers gradually introduced other heating appliances, including toasters. Most of the resistance wire used was made to the Marsh formula in open defiance of the patent rights belonging to the small and almost unknown Hoskins Manufacturing Co.

The earliest American toaster is known to us only by its patent, granted on July 17, 1906 to Mr. George Schneider of the American Electric Heater Co. of Detroit, which became the famous maker of American Beauty irons. What is remarkable is that the patent application, referring to a "heating conductor of suitable resistance wire", is dated months before Marsh's patent was issued - in fact only six weeks after the date of Marsh's application. This may be one of those cases where invention makes a leap, gambling that a non-existent but essential link will soon be forged. But it seems more than possible that Marsh and Schneider were acquainted; Marsh, confident in the outcome of his research, encouraged a colleague to invent a use for his discovery. We do not know if Schneider's toaster was ever manufactured, but the patent shows a finished if complicated design for an enclosed toaster.

In the parade of small electrical appliances the toaster was rather a late comer. Many of the big companies followed their irons with electrified coffee makers and chafing dishes, and then toasters. For all of these, brisk trade did not begin until 1912 when electric power companies made substantial rate reductions across the country. This was partly the result of the expansion of alternating-current power distribution, which was much more efficient and economical than the prevailing DC produced by the reactionary Edison Empire.

And so, within a few years, every middle-class American breakfast table was to be graced by a delicate and decorative little temple in which, as a daily ceremony, slices of the staff of life would be gently scorched, that the spicy fumes might ascend to the gods who grant nature's bounty here below. Unlike the gloomy iron whose role is naught but heavy work, the toaster, fashioned by ingenious craftsman in hundreds of charming forms, served to nourish, entertain and make festive the day's first meal. The shy bright-red wires glimpsed through the metal tracery fascinated the young, and to the old evoked in miniature the magic of the hearth.



Design patent drawing of Charles P. Randolph's beautiful HOTPOINT, like the one owned by John Fesperman, envy of which initiated this project.

Historical Accuracy

Dates given are based on various things.

Many are from manufacturers' printed matter or copy and cuts furnished by manufacturers to distributors for their general catalogs.

Dating from patents is often inaccurate. Patent notices may not appear until long after original issue date, and they may be carried long after their 17 years in force. We have studied virtually all the toaster patents issued between 1905 and 1930, in the U.S. Patent Office Gazette. When a toaster is marked "Patent Applied For" we can date it accurately only if the patent was eventually granted. Alas! there were many patents applied for and denied.

All U.S. patents granted before April 1927 were required to be indicated by the date of issue (always a Tuesday). After that, the serial number was required, and the date was optional.

There are many cases of several manufacturers being licensed under a given patent, such as that of July 28, 1914. This appears on early Westinghouse toasters, but only on much later Universals, for example. More confusion results from the presence of wholly irrelevant patent notices used to warn off fly-by-night competitors.

Some authors on collectibles are unaware of patent usage, and publish wrong dates through ignorance of a patent's history - such as February 6, 1906 for a host of electrical appliances. This particular patent appears on very few products until after 1915, and refers only to the resistance wire used, never to the product itself. This glaring error appears in a number of books.

In this case, your author is a retired engineer of electro-mechanical devices and holder of six patents.

Important & Interesting Patents - 1905 to 1929

A regular patent describes and grants title to the invention of a novel mechanism, function, method, etc., and runs for 17 years. A design patent only covers the specific stylistic or decorative aspect of an item, which may even be someone else's invention. It runs 7 or 14 years.

(In the following: application filed on first date; patent granted on second date. Bold type for special importance.)

March 1905 - Feb. 1906
Albert Marsh discovers and patents the chromium-nickel alloy for resistance wire which was essential for toasters as we know them. Hoskins Mfg. Co. formed to develop the new material. Notices appear on other manufacturers' products only from 1915 to 1923.

June 1905 - July 1906
George Schneider invents a practical if complicated, enclosed toaster specifying "suitable resistance wire", probably referring to Marsh's alloy. It appears fully engineered for production; the patent is assigned to American Electric Heater Co. of Detroit.

Nov. 1907 - Oct. 1908
Dempster of G.E. patents a wire alloy intended to circumvent the Marsh invention. It failed to save G.E. from successful prosecution by Marsh's company a few years later.

October 1908
Parkhurst of G.E. applies for a patent on a porcelain base toaster like the D-12 except for its impractical elements. Andrews of G.E. invents another unworkable toaster interesting for its wire-frame 'doors'.

Feb. 1909 - June 1909
Harold Bradley invents another enclosed toaster, reminiscent of the Schneider.

May 1909 - Dec. 1910
William Hadaway of Westinghouse invents a horizontal combination toaster-cooker, the important feature of which is a stamped sheet-metal element like a flatiron's. This was the first toaster made by Westinghouse.

July 1909 - Feb. 1910
G.E.'s Frank Shailor patents the original first version of the D-12, fig. 1.

Oct. 1909 - March 1910
James Ayer invents the Ultimate Toaster when only the G.E. perchers were around to improve upon. It was so elegant and expensive that Simplex shortly abandonned the T211 (fig. 3) in favor of a simpler design.

Jan. 1912 - July 1914
Spencer Wiltsie patents a complicated and costly toaster which embodies a most important advance. The patent was assigned to the Copeman Electric Stove Co., and its importance was overlooked until Mrs. Copeman saw how to apply it to existing toasters.

September 1912
Edward Schwartz received a design patent on the spidery cabriole-legged percher, fig. 6, which was made by Pelouze Mfg. of Chicago.

May 1912 - Dec. 1913
Alonzo Warner patents the smart and efficient little pincher that was the first in a long line of Landers, Frary & Clark toasters.

June 1913 - Aug. 1914
Hazel Copeman combines the Wiltsie slice-turning door with the El Tosto percher frame (as well as with those of the Simplex T211 and G.E. D-12) in perhaps the most important toaster patent of all. Its first known appearance is in the Westinghouse wheel-top toaster, Fig. 10.

December 1913
Frank Kuhn is granted a design patent on a straightforward pincher with a novel laminated and removable element; it was made by American Electric Heater Co.

October 1914
Edward Farr patents a decorative design for the Simplex T215 type toaster which had been taken over to be made thereafter by Manning & Bowman.

March 1915 - Oct. 1915
James Lamb of L.F.& C. patents a brilliant simplification of Warner's 1913 design. It resulted in sturdier and cheaper toasters which were made for many years.

June 1915
George Curtiss of L.F.& C is granted a design patent for the styling of the production version of Lamb's improvement. This lovely toaster (the E944) was made for at least 15 years.

June 1915 - Nov. 1915
Leon Parkhurst of G.E. is granted a design patent on the infamous X-2, claimed by the G.E. Bridgeport public relations department to have been "made in 1905". As far back as 1908 Parkhurst was working on a composite tubular element, to avoid use of the Marsh alloy or infringement with the patent. The idea was to protect inferior wire from oxidation by enclosure in a tube with insulating material. This design seems to be an attempt to establish priority on what became G.E.'s famous and excellent CALROD unit.

It is our carefully considered opinion that this toaster was made only in sample quantities, in 1914 or 1915.

Feb. 1917 - Nov. 1920
Frederick Collier patents the first rotating basket toaster. It was the last hand-operated toaster invention of absolutely first magnitude, and it spawned a whole school of design.

March 1917 - Jan. 1921
It is one of those historical niceties that as Collier was inventing the Swinger, Edwin Rutenber developed a non-infringing slice-turning mechanism to compete with Copeman-licensed designs. It was a solid success, made in large numbers by Rutenber Electric Co. of Marion, Indiana. Many other turning mechanisms were patented in the years following, including another by Rutenber which infringed neither with Copeman nor with his first one.

June 1919 - Aug. 1922
Edward Schwartz, copying L.F.& C. outlines, patents an updated enclosed or oven-type toaster, as pioneered by Schneider and Bradley ten years before. This design belonged to Manhattan Electric Supply Co. and the idea had limited appeal, only during the twenties. The very similar L.F.& C. is not common.

Jan. 1921 - Aug. 1922
Maurice Fitzgerald is the first to follow Collier's lead, with a patent that sidesteps it. Fitzgerald swingers are relatively common to this day.

Feb. 1921 - Jan. 1922
Alonzo Warner is later applying for but earlier receiving his swinger patent. The drawing of his invention resembles Collier's in styling.

Both Fitzgerald and Landers, Frary & Clark scrambled to design and market swingers as soon as they saw Collier's patent, and the actual toaster in the shops. The two manufacturers seemed to have reasoned that the visual appeal of the idea outweighed the merits of possible Copeman-evading turners.

May 1922
As before, George Curtiss secures a design patent on another brilliant design, for the familiar and beloved E947.

Oct. 1922 - Dec. 1923
William Dodge, Jr. of Manning & Bowman patents one of history's giddiest toasters. It is a swinger with horizontally pivoted baskets which must be opened and closed by hand - 8 moving parts not counting little springs. Horizontal pivoting was used in a few later swingers.

June 1923 - April 1925
Bertrand Kahn of the Estate Stove Co. patented a most amusing but quite successful toaster. It is a swinger with four sides and four synchronized baskets. Frivolous and less useful toaster inventions proliferated during the twenties.

Jan. 1924 - Feb. 1928
Frederick Hummel and John Noeth patented a "family bread toaster", which looks like an L.F.& C. tipper of a later period (Fig. 96) except that it has a timer which makes the rack tip out when the cycle ends. This is a most advanced design for 1924, and may be the parent of better-known later products.

July 1926 - Feb. 1928
Charles Strite secures a patent on the original pop-up toaster as made by Waters Genter of Minneapolis. Strite had pioneered the automatic pop-up toaster in a restaurant version in 1921.

May 1929
George Curtiss is granted a design patent on the fabulous diamond and ear ring pattern UNIVERSAL E9410. For us, it Ends the Era as well as this list.

Outline of Illustrations

1.

Prototoasters - the earliest specimens of electric toasters. Some entered and left the market without a trace; others were firsts in lines of development which we undertake to follow.

2.

Perchers & Pinchers - Pinchers are toasters with small frames or doors, usually with springs, which secure the slice vertically, close to the heating element. Perchers are primitive types in which the slice simply rests on a shelf or frame next the element.

3.

Turners & Floppers - toasters with up-and-down opening doors operation of which reverses the slices. These simple mechanisms eventually became the most widely used in the Pre-Pop-Up Period.

4.

Swingers & Sidewinders - toasters with rotating baskets originated in many designs soon after WW I along with the Floppers as competition for the Turners.

5.

Funny Toasters - During the twenties all sorts of ideas for mechanically assisted or automatic toasting were given substance by our irrepressible inventors. Along with the first Pop-Up, we show a small selection, although several toasters in the previous sections might as well be here.

6.

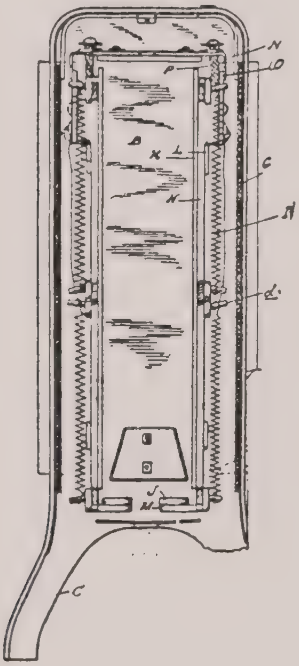
Reprints from patents and catalogs show rare types as well as additional details of designs and inventions.

Photos are not all to same scale.
Mention is made of toasters larger or smaller than normal.

PROTOTOASTERS

These are primitives, firsts, prototypes - in design or in manufacturers' catalogs. Some succeeded, some failed, as only told by Time and later pages here.

There must be missing prototoasters, without patent records and so rare we have never seen them; perhaps they exist in collections and museums, waiting to be discovered for our second edition.



Sectional View of George Schneider's Toaster,
from the patent drawing,
June 17, 1906

Section 1. - PROTOTOASTERS

Fig. 1

General Electric D-12, first of three versions. Carries a 10-20-'08 patent, which describes a series of resistance wire alloys containing iron with which G.E. hoped to evade Marsh's patent.

This version is specifically shown in another G.E. patent application dated July 1909, the originating date of this first generally available electric toaster. The porcelain base is an ideal insulator against heat and electricity, well calculated to inspire trust in those exciting early days of electricity in the home. The elaborate wire frame surrounds the toast, which must be inconveniently lifted straight up out of the hot basket. **PRICE - $350.00**

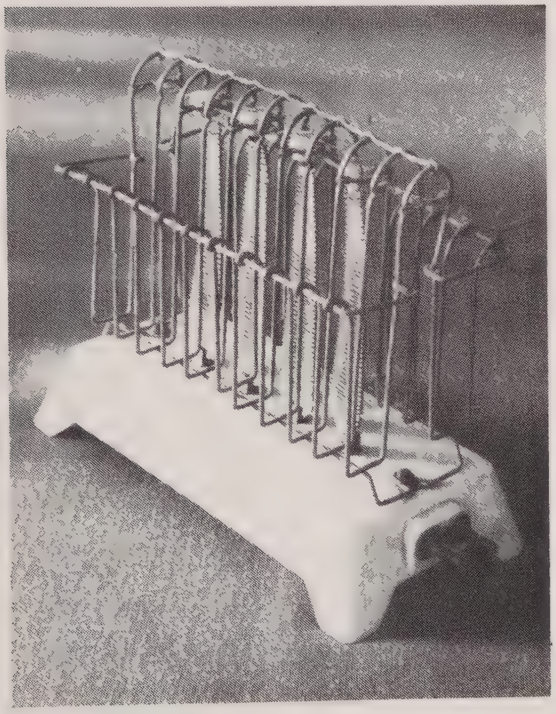


Fig. 3

Simplex T-211 - Simplex Electric Heating Co., Boston. Patent application filed October 1909 by James Ayer, who probably knew the G.E. D-12 - note similarity of bases. Note ceramic core element, double wall frame, solid but removable doors, retractable overhead wire warming rack. This is the heaviest (4 lbs) and highest quality toaster known to us. **PRICE - $100.00**

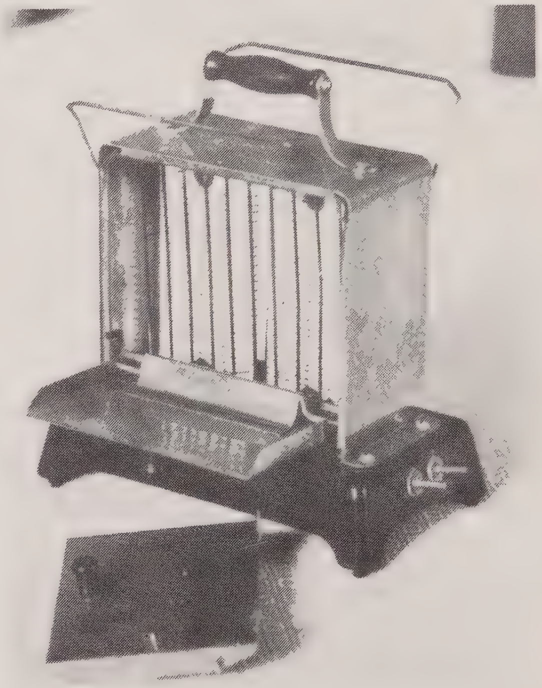
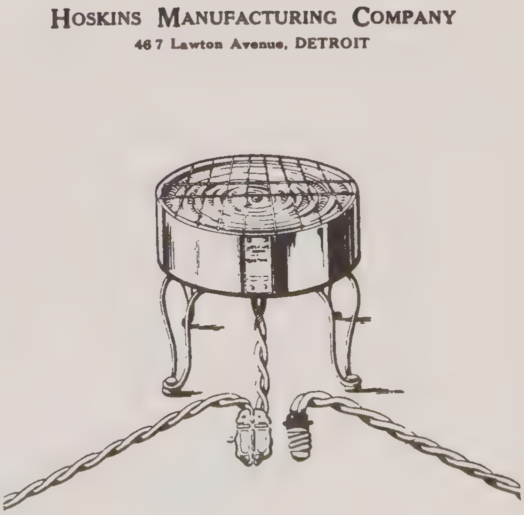


Photo not in scale

Fig. 2

Electric **TOASTOVE** made by Hoskins Manufacturing Co. in 1909, first appliance advertised using Marsh 2-6-'06 patent alloy of Nickel and Chromium.

"The spirally coiled wire is of the wonderful metal discovered in the laboratories of the Hoskins Company to produce the extreme temperatures of their electric furnaces. Now for the first time applied to use in the home, - in the new, unique, fascinating - Cheerie Toastove". **PRICE - $75.00**



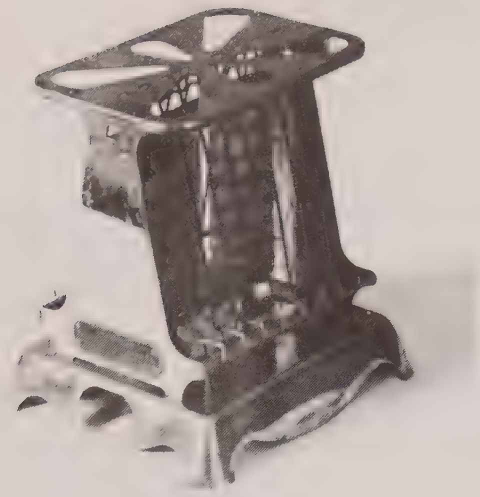


Fig. 4.

El Tosto - Pacific Electric Heating, Ontario Cal. (later Hotpoint). Specimen dated 1911, no known patent coverage. Manufacturer was already making Hoptoint irons, and many other appliances, El Stovo, El Boilo, El Grillo, El Warmo and El Radio (a heater, not a radio!). Has very large deep-drawn sheet metal base, for stability when using large top as a warming surface. Elegant element perhaps derives from Simplex - see Fig. 4-a. No moving parts, slices perch on shelf of bent-out wires, a structure derived from the third version of the G.E. D-12 - see next section. **PRICE - $75.00**

Fig. 4-a - detail of El Tosto element, a well-engineered quality effort.

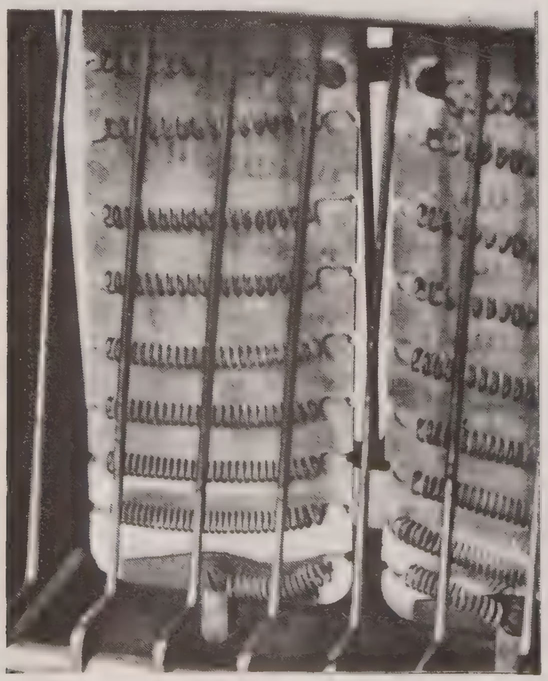


Fig. 5

UNIVERSAL E941 made by Landers, Frary & Clark, New Britain, Conn. First of the longest and most varied line in the industry, made in 1912. Light weight (less than 1 lb) delicate toaster features power economy with patented 3-part element. This early specimen marked PATENT PENDING - see page 26 for patent drawing, Section 6 for original catalog data. **PRICE - $50.00**

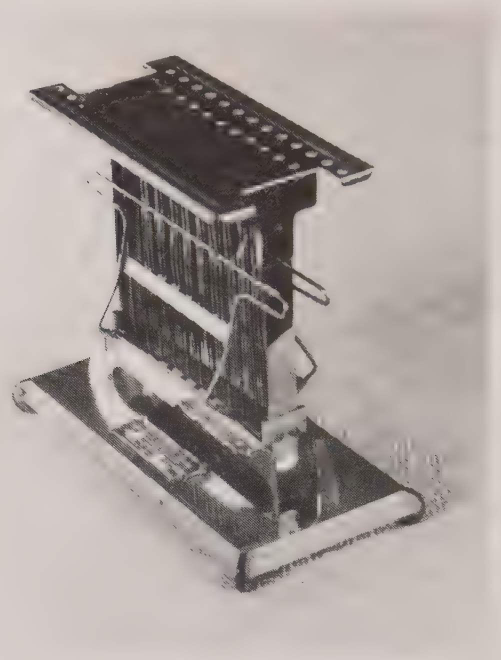
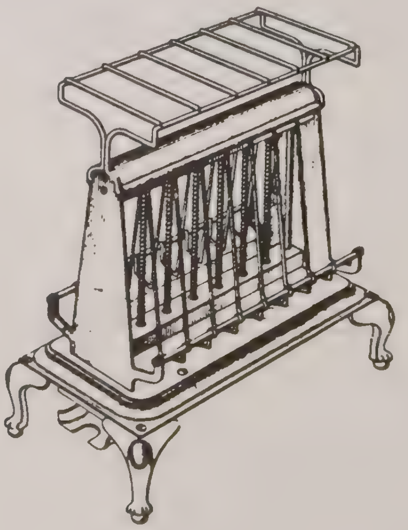


Fig. 6

Pelouze made by Pelouze, Chicago. Drawing from 1912 design patent; 1918 catalog shows same toaster with handles on ends. Overhead rack resembles G.E. D-12 2nd and 3rd versions; perching shelf like El Tosto; legs after early Westinghouse table cookers and horizontal toasters. **PRICE - $75.00**



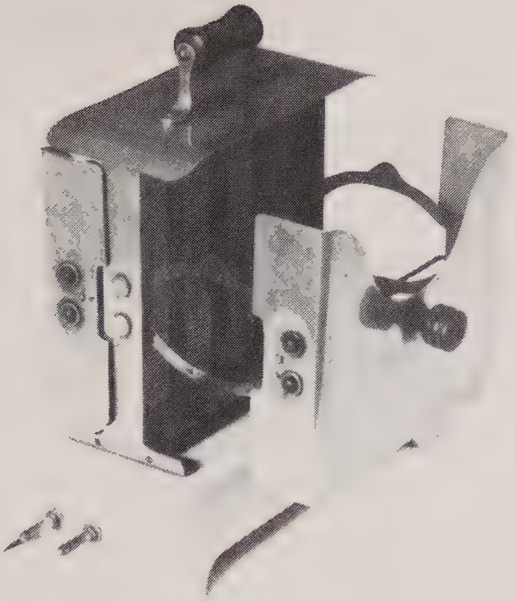


Fig. 7

MESCO - made by Manhattan Electrical Supply Co., 1914 - 1915. MESCO made and marketed a wide range of electrical items, later including radio sets and parts. Also had one of very few early electrical retail shops, New York City.

Reminiscent of G.E. D-12 and Simplex T-211. Elegant accordion motion of slice holders for convenient turning, keep-warm, and slow-fast cooking option. First known adjustable toaster before automatics. $6; $10 with silver plating. Carries notice PAT. APL'D FOR (sic) - never granted. See Section 6. for catalog data. **PRICE - $100.00**

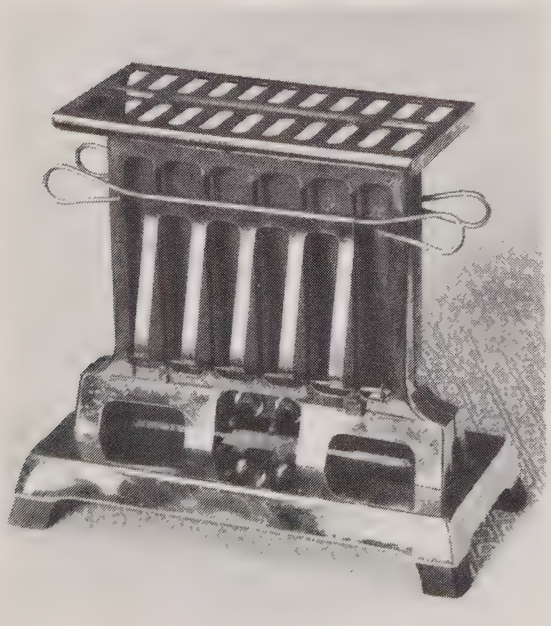


Fig. 9, below

General Electric model X-2, date furnished by G.E. to other authors as 1905 a major error; date of design patent, Nov. 9, 1915. Ingenious design entirely of wire forms and metal strips. Element shown is probably a prototype of G.E.'s **Calrod** enclosed tube type now universally used in ranges. This 1915 experimental toaster was almost certainly part of an effort to establish a patent basis for a heating element using an alloy not infringing on the Marsh patent. Rare/non-existent, never marketed?

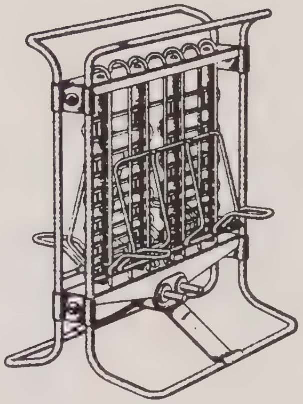
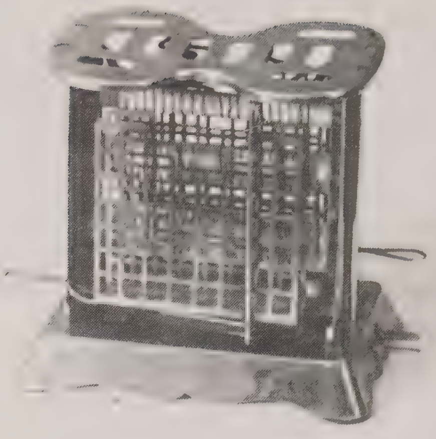


Fig. 8, left

American Electric Heating Co. cat. no. 5825, design patent granted to Frank Kuhn March 1914. This company made the famous American Beauty irons; toaster has a unique plate element, a sandwich of steel and mica panels, resistance ribbon wire between layers, as in irons. Element with cord terminals easily removable for cleaning or replacement. This toaster was shown at one time as a Western Electric in their home appliance catalog. **PRICE - $50.00**

Fig. 10, below

TURNOVER Toaster model 231571 by Westinghouse, 1915 or 1916. The first toaster to mechanically assist turning over the slices, untouched by human hands. Licensed under Copeman patents (see Section 6.), this model is closely derived from El Tosto, Fig. 4; some parts appear identical. This toaster is the earliest known to us to carry the Marsh license notice (LMP in a diamond, hand-stamped). See Marsh patent history, Figs. 15 & 16. A slightly earlier model 231570 with ceramic core element and no LMP exists; both made only in East Pittsburgh. (In 1909 - 1910 Westinghouse made a horizontal combination toaster - cooker, important as an early electric appliance, but not strictly a toaster.) **PRICE - $45.00**



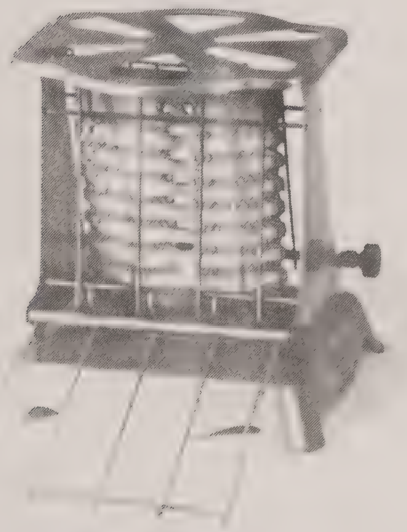


Fig. 12

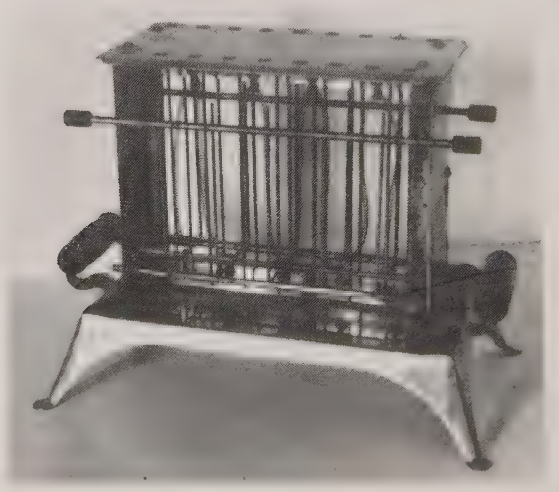
ELECTROWELD made by Electroweld, probably Lynn, Mass.; early specimen 1919 or 1920. Early in 1917 Mr. Fred Collier recognized the great importance of the Turnover principle used in Westinghouse toasters, and applied for a patent on this first swing-basket toaster. It was granted in November 1920. The idea was promptly imitated by bigger companies, and Swingers competed successfully with the Turners and Floppers throughout the twenties.

The first version of this important toaster has a complicated cast-lead weight in the base, and is expensively made. There is an elaborate pivot system on which the baskets swing most gracefully, offering to stop half way for loading. The Gibson-girl top panel facilitates lifting out hot toast, and is large and strong enough for teapots. The heating element consists of three graduated horizontal ceramic bars wound with round wire. **PRICE - $40.00**

Fig. 11, at right

VICTORY Toaster - made by Pittsburgh Electrical Specialties Co., about 1919. The name and the Eiffel-Tower undercarriage evoke World War I armistice euphoria. Carries LMP notice as well as 2-6-'06 date. Westinghouse moved its small appliance manufacturing to Mansfield, Ohio in 1918; perhaps this unknown company was started by Westinghouse people left behind.

The wire-frame doors are held closed by light springs; the smart base and quaint handles give this pincher a lot of style. **PRICE - $60.00**

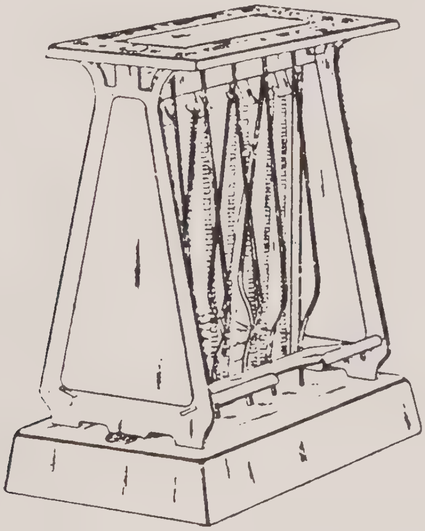


2.

PERCHERS and PINCHERS

Perchers are the simplest toasters, descended from the square tin pyramid toasting racks used on old-fashioned ranges. The slice just rests on a shelf and leans against a frame near the element. Most of them dropped out of the market very early.

Pinchers are toasters with small grids or frames which, usually with the help of springs, secure the slices upright and close to the heating element. The majority of pinchers were made by Landers, Frary & Clark, and they were abandonned by the end of the twenties. Compared to other sorts, toasting finger-tips was all too easy.



Design patent drawing of a very late pincher, see also Fig. 39

NOTE: the early toasters are introduced in order of appearance so as to show the sequence of innovations in the market-place.

Fig. 13

General Electric D-12 - second version, about 1910. The eleven-section frame with closed ends has been replaced with this simpler 6-frame structure. Toast can be rolled out the ends of the spaces, less risky. The removable overhead warming rack is standard. Lovely colored decorations on the porcelain base are optional at extra cost. The patent notice is still 10-20-'08, but the wire element is almost certainly unlicensed Marsh alloy. **PRICE - $200.00, w/Flowered Base $300.00**

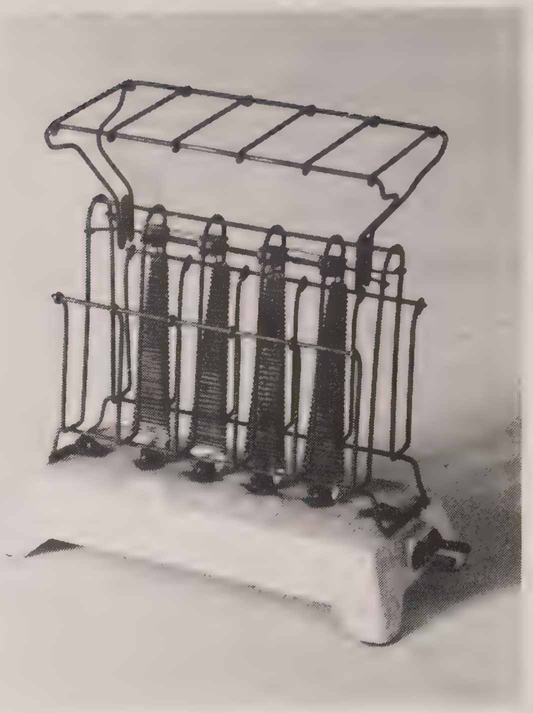
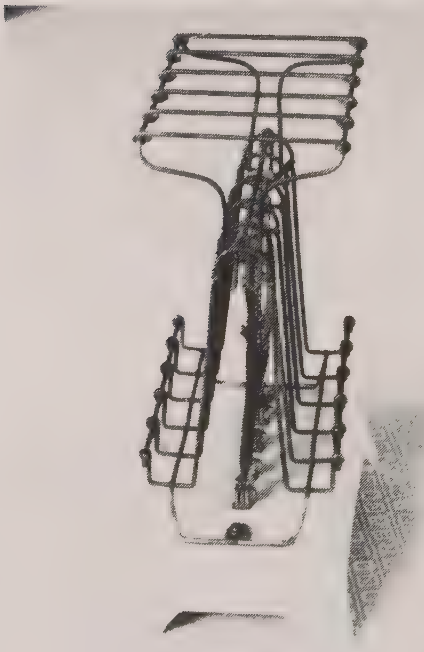


Fig. 14

General Electric D-12 - third and presumably last version. The sides of the baskets are much lower, making a perfectly convenient percher; toast can be tipped straight out. This version carries two patents, the added one being 12-28-'09, which has almost nothing to do with this toaster, but rather with another experimental heating element.

By this time G.E. was fearful that Hoskins, owner of the Marsh patent would sue, and were pretending their alloy was something different, calling it **Calorite**, as mentioned in a charming ad from a 1912 Good Housekeeping. It is reprinted in Section 6.

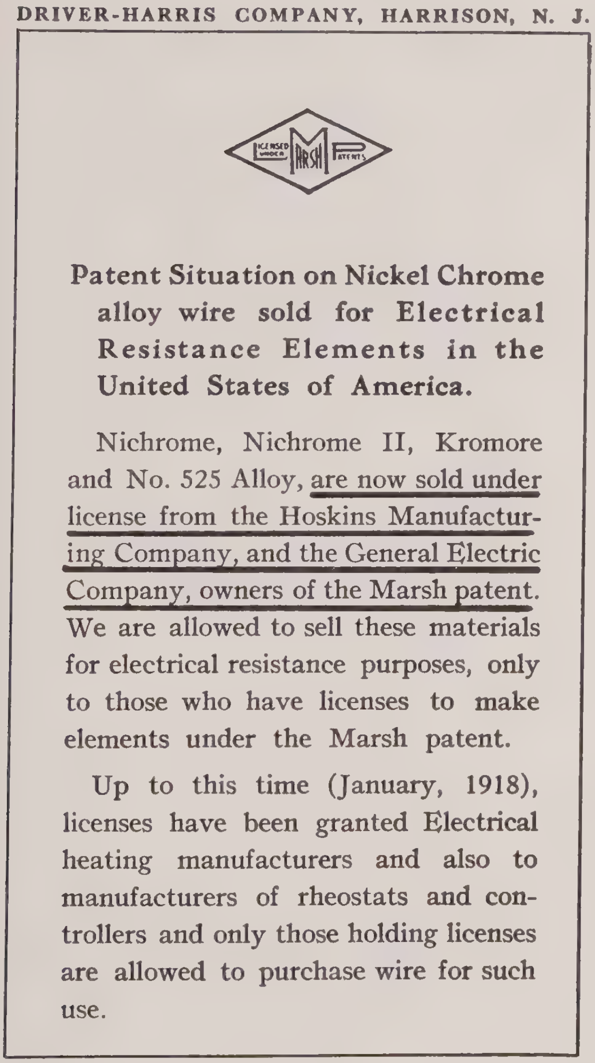
With the remotely possible exception of the 1915 X-2, this is the last toaster G.E. made until after World War I when they bought out Hotpoint. They were taken to court by Hoskins and stopped making products using the infringing alloy until the case was settled handsomely in Hoskins's favor. D-12 third version: **PRICE - $175.00, w/Flowered Base $275.00**



Reprint from a 1918 catalog of Driver-Harris Co. When G.E. lost the case brought against them by Hoskins, they paid beyond the judgement amount in order to acquire a part ownership of the patent. The very large sum involved enabled Hoskins to undertake major and highly successful expansion.

Licensees making toasters, irons, bowl heaters and the like were required to label each item with the Feb. 6, 1906 date and LMP in a diamond (Licensed under Marsh Patents), although the latter is sometimes missing. The patent expired in February 1923, the alloy entered the public domain, and the notice disappeared from products.

Fig. 15



DRIVER-HARRIS COMPANY, HARRISON, N. J.

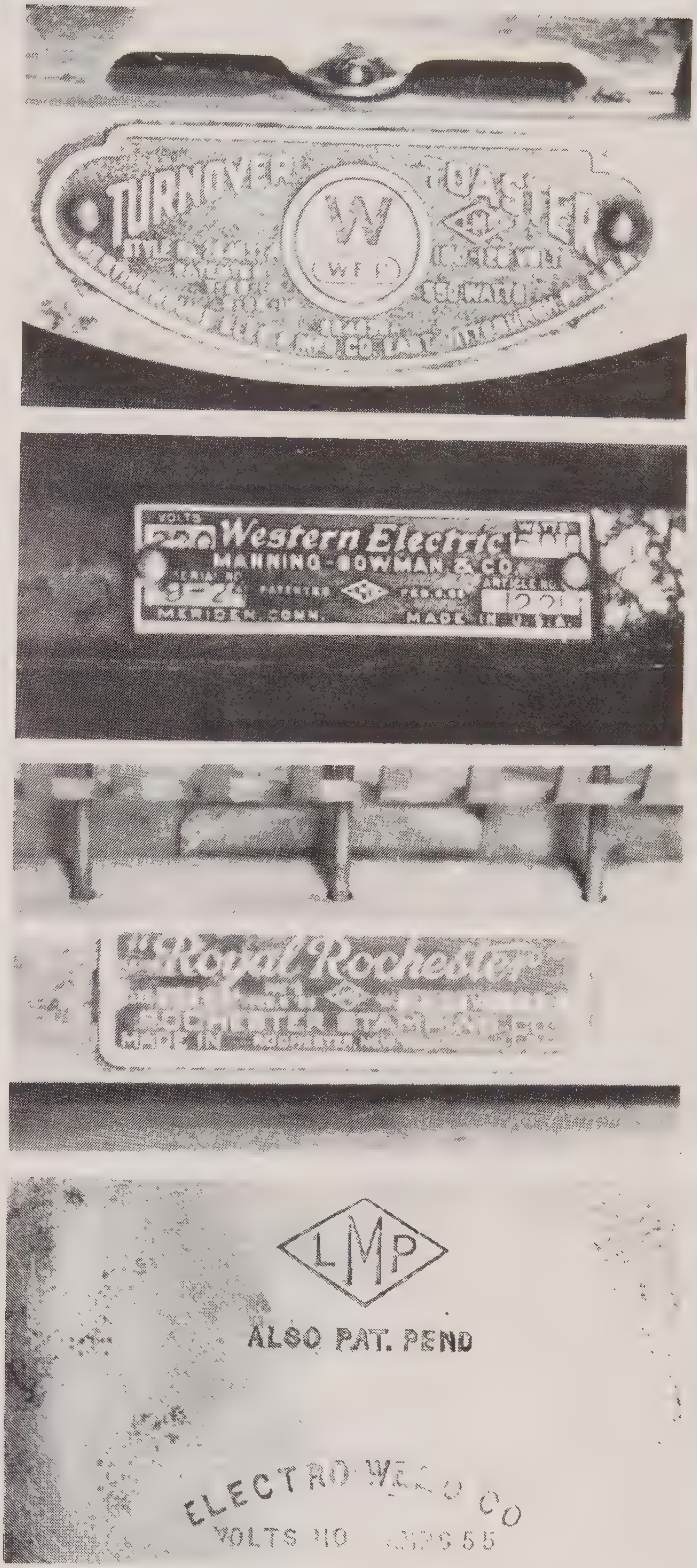
Patent Situation on Nickel Chrome alloy wire sold for Electrical Resistance Elements in the United States of America.

Nichrome, Nichrome II, Kromore and No. 525 Alloy, are now sold under license from the Hoskins Manufacturing Company, and the General Electric Company, owners of the Marsh patent. We are allowed to sell these materials for electrical resistance purposes, only to those who have licenses to make elements under the Marsh patent.

Up to this time (January, 1918), licenses have been granted Electrical heating manufacturers and also to manufacturers of rheostats and controllers and only those holding licenses are allowed to purchase wire for such use.

(Author's underlining)

Fig. 16 shows a number of toaster labels carrying the Marsh patent notice.



It must be assumed that any toaster carrying the LMP notice was made between 1915 (approx.) and 1923. (The notice would not be stopped on the day the patent expired, but as only soon as the maker had a chance to replace or alter the labelling.)

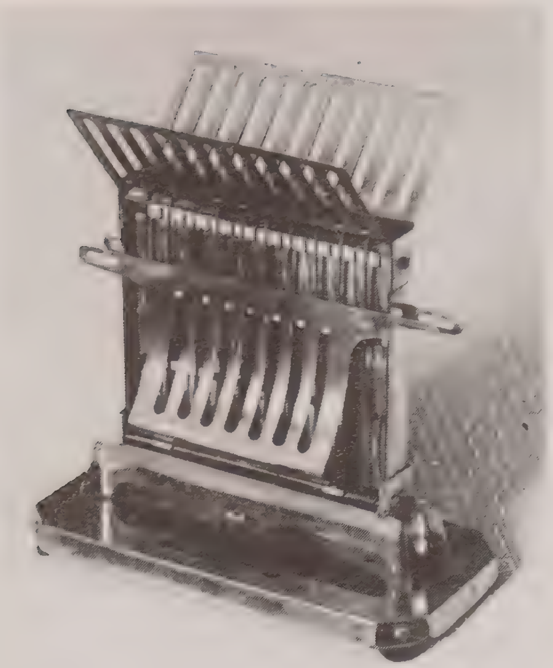


Fig. 17

THERMAX model E1942 by Landers, Frary & Clark. This second trade name came into use for various appliances made by L. F. & C. There is no obvious difference in quality, but a less expensive open-coil element is often substituted in later years. Sheet metal doors replace wire frames of E941; plain overhead warming rack shows attention to feature of G.E. and Simplex models. Made 1913 to 1917 approx. **PRICE - $70.00**

Fig. 18, bottom left

SIMPLEX model T-215, by Simplex Electric Heating, Boston, 1914 - 1915 approx. Doors similar to T-211, Fig. 3, but not removable. High quality, though much simplified. Another style of overhead warming rack, this one simulates the traditional English toast "cooler". This model also found without the rack; instead, a top panel identical to M. & B. METEOR article 1220, Fig. 33. T-212 and T-216 are identical, probably Simplex's last toasters. **PRICE - $70.00 w/Rack, $25.00 wo/Rack**

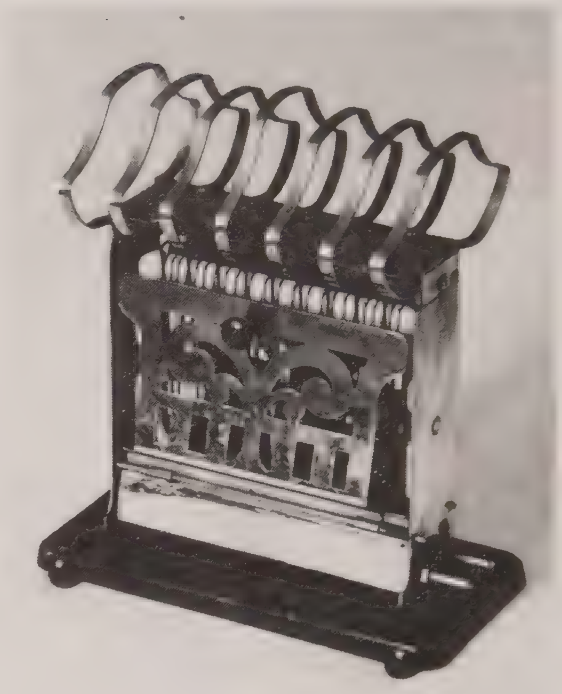


Fig. 19

Manning Bowman & Co. article 1209. The first toaster of this maker. Made with tools and parts previously used by Simplex of Boston, by arrangement between the companies. The decorative piercing of the doors is the subject of a 1915 design patent issued to M&B, dating this toaster. They made a fine variety of toasters, which often carry other trade names, such as Meteor, Meriden Homelectric, Western Electric, and M&B Means Best.

The company signature is sometimes as above, at others, Manning & Bowman, etc. This toaster is **PRICE - $75.00**

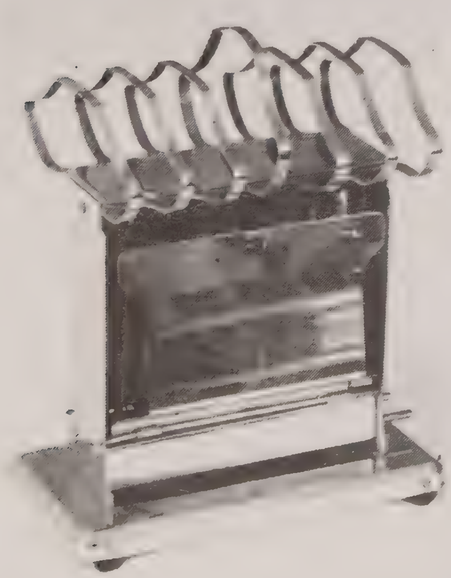


Fig. 18

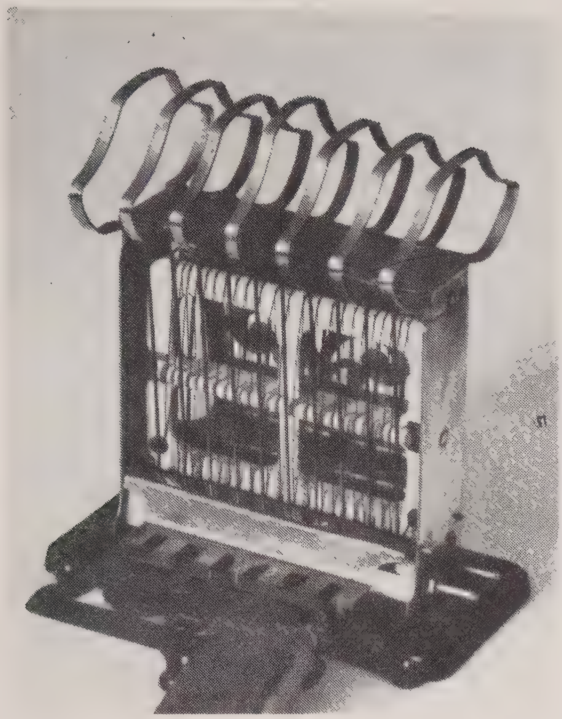


Fig. 20

Very unusual heating element of M & B 1209, elaborate ceramic frame and coil winding.

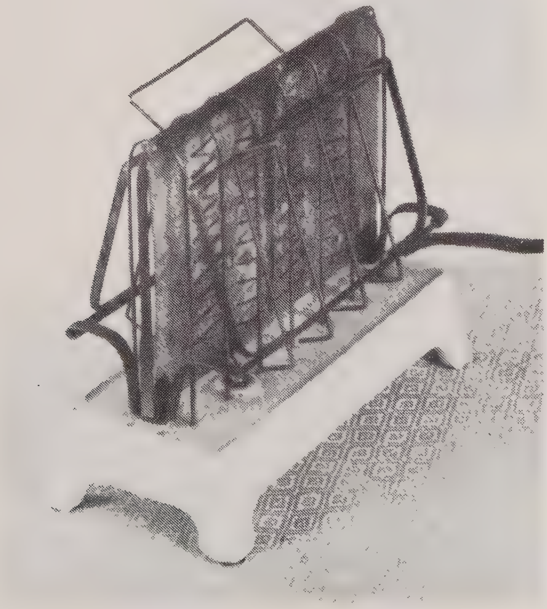


Fig. 21

Toaster, about 1916, unmarked. Shows direct adaptations of base and element from G.E. and MESCO, and doors from L.F.&C. and Westinghouse. However, slices are not turned, but merely ejected for easy turning, and not infringing on Copeman patent. Example of an early, reasonable second-rate toaster.
PRICE - $85.00

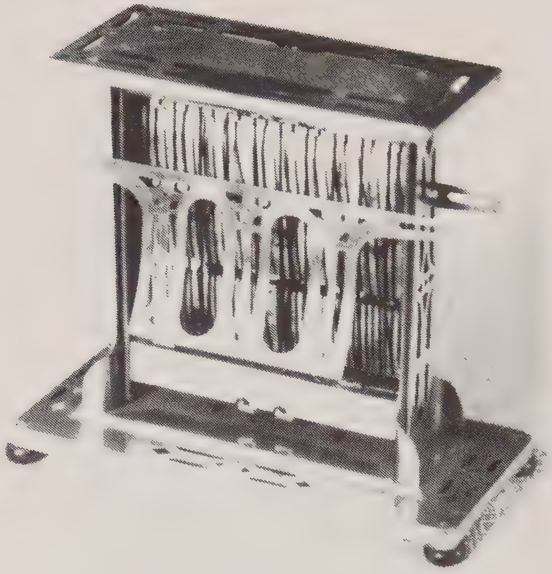
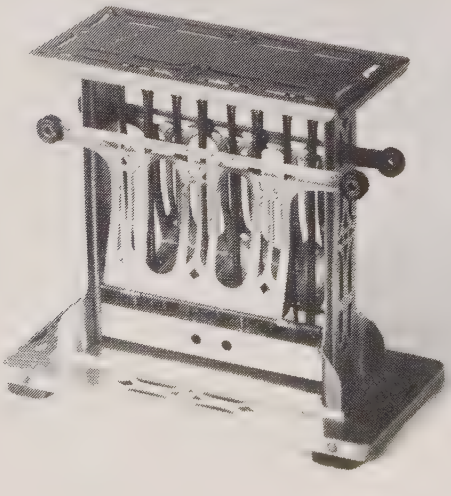


Fig. 22

UNIVERSAL model E944. One of the two or three nicest toasters ever made. It retains the efficient mica panel elements patented by Warner in 1913, but the frame is simplified and strengthened by a new design patented in 1915 by Joseph Lamb, who became an extraordinary and prolific inventor for L.F.& C., with 150 patents to his credit. The charming pierced decoration, on every structural part, is the work of George Curtiss who was granted a design patent for it. This toaster was made off and on for about 15 years. Early version: **PRICE - $25.00**

Fig. 23 - A later E944, with vertically laced open spring-coil element, a production economy. Notice that the insulating feet here are fiber wafers riveted to the base; in the early version, they are pretty little turned wood knobs. Also, small bakelite doughnuts for cool handling are riveted to the handles of the doors, to which a stiffening rib is added. Early E944's are almost entirely nickeled brass, later ones all steel, or composite; also lack perforations in the base. E944 not seen with LMP notice. Later versions, **PRICE - $20.00**



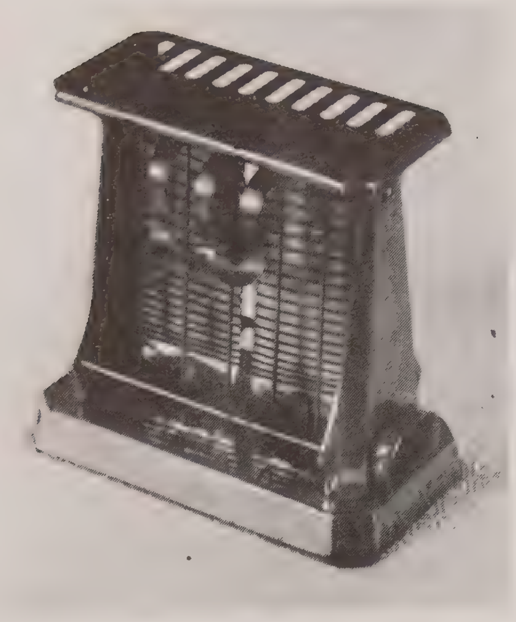


Fig. 24

The second toaster made by Pacific Electric Heating, makers of Hotpoint irons, etc. This model was first known as El Tosto, appearing about 1915. Cost $7.25, elegant overhead rack with own feet for separated use on the table, $.75 (see Section 6, catalog reprint). The three-fingered thing is a free-hanging retainer for the slice; this must be called a gravity-operated pincher. The contruction is neat and elegant, but not as impressive as the first El Tosto, Fig. 4. It is known also as Hotpoint model 114T5, and with Edison-G.E. maker's label as General Electric 214T2 (specimen in photo). **PRICE - $85.00**

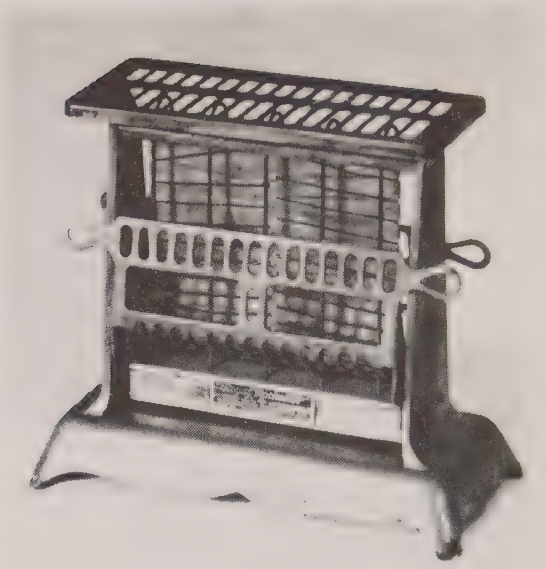
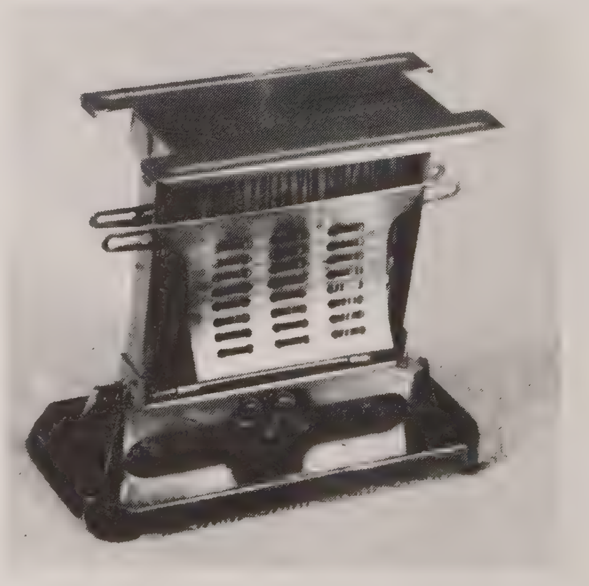


Fig. 25, upper right

Hotpoint model 115T1, presumed to be the last of the Hotpoints made before the Edison-G.E. take-over. This is an extraordinary pincher, with massive parts and most elegant end pieces, and drawn base (used on several later Hotpoints). This specimen is marked **"Royal Rochester"**, made by Rochester Stamping Co. Label carries Marsh patent as shown in Fig. 16. One of two known cases where Hotpoint furnished tools to Rochester to continue making old models. Date estimated 1919 - 1923. **PRICE - $60.00**

Fig. 26

THERMAX no. 1941. Economy model with black-painted base and uninspired door decoration, about 1919. A substantial cast-iron weight is fitted to bases of these and all later L.F.& C. pinchers. Without weights, these delicate little toasters were easily snatched off breakfast-tables to their doom, by dogs' tails catching the cords; hence their great scarcity. **PRICE - $35.00**



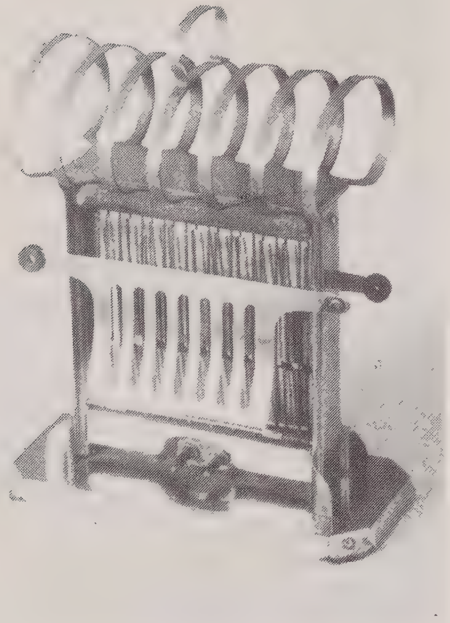


Fig. 27

UNIVERSAL E945 by L.F.&C., 1918 to 1923. A grand and handsome toaster using a 1913 Thermax base and the Lamb frame, in full bloom with a graceful warming rack distinctively different from M&B's. Simpler in style than the E944, this is also a superb design. Early specimens nickeled brass, later, steel.

This is the only verified L.F.&C. toaster with an overhead rack besides the E1942, though in an old movie we almost certainly saw an E944 with the same rack which we speculate may be the otherwise unknown model E949. E945 carries 1913, 1915 and LMP patents. Cost $6.85 new. **PRICE - $75.00**

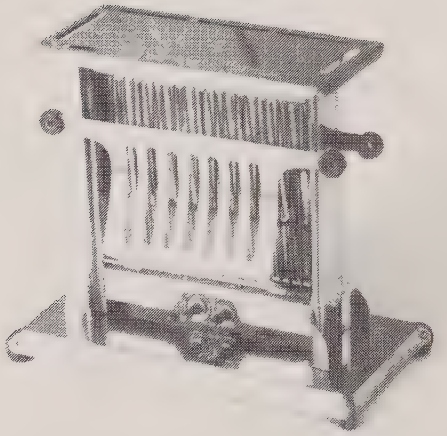


Fig. 28

UNIVERSAL E946 by L.F.&C., 1918 to 1928 approx. Same as E945 except no rack. This model has the other base, from the UNIVERSAL E941. Cost new $6.35, a very smart and important little toaster, surviving in large numbers.

Same style also found with open spring coil element, usually labelled THERMAX E3946, cost $3.75. Both are as near to common as any 60-year old toaster can be; **PRICE - $20.00**

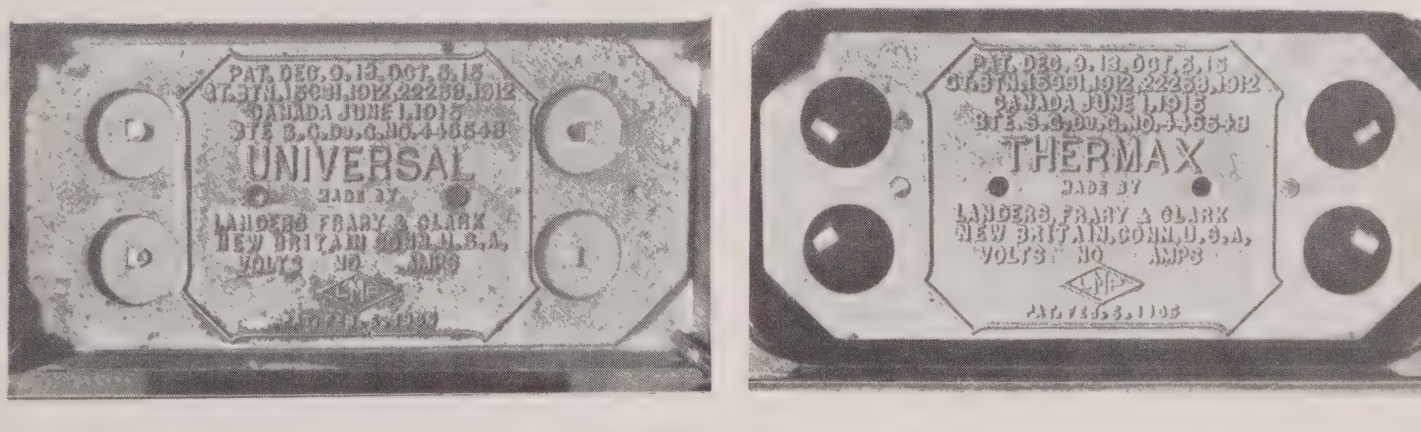


Fig. 29

Base weights found in L.F.&C. toasters; UNIVERSAL from very common E946, rare THERMAX from no. 1941.

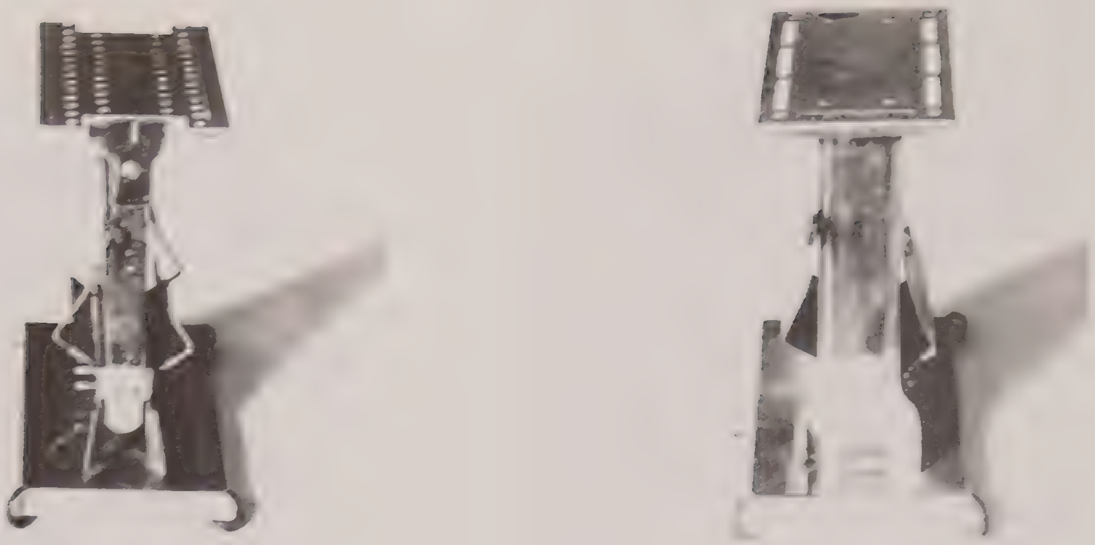


Fig. 30 - showing end views. Left, slender but complicated frame as designed by Warner for E941, E1942, etc., 1913; right, simplified wider frame patented by Lamb, 1915; used on E944, E945, E946 and E3941.

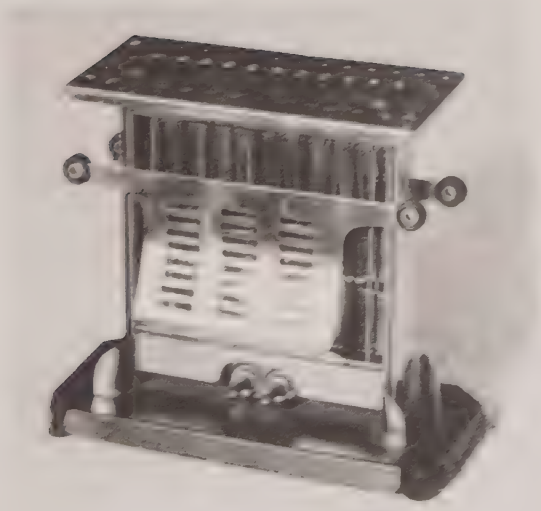


Fig. 31

THERMAX E3941. Made between 1919 and 1923 to use up early less stylish parts left over from production of Warner-frame models. As with E1941, an economy toaster with black-painted base. Cast iron weight not found in this model. Only patent shown is LMP. PRICE PRICE - $20.00

Two parenthetical notes:-

It must be mentioned that two works on old electric appliances state that General Electric was the maker of UNIVERSAL toasters. This is false; L.F.&C. was their maker from 1912 until 1965, when they closed and were bought out by G.E. for the trade names.

From here on we will occasionally illustrate toasters with reprints from catalogs. These are models made and sold mainly in the Mid-West, and so rare in the East as to have escaped collection. Obviously we cannot give them useful rarity ratings.

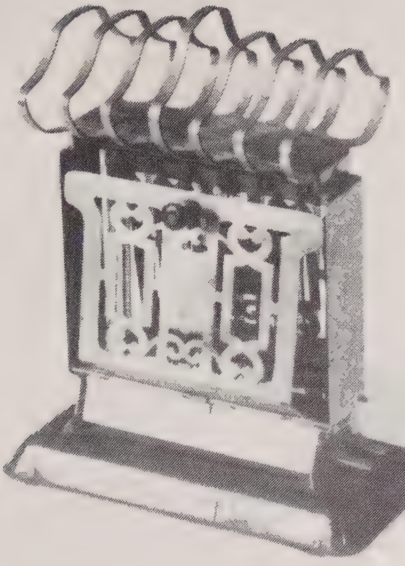
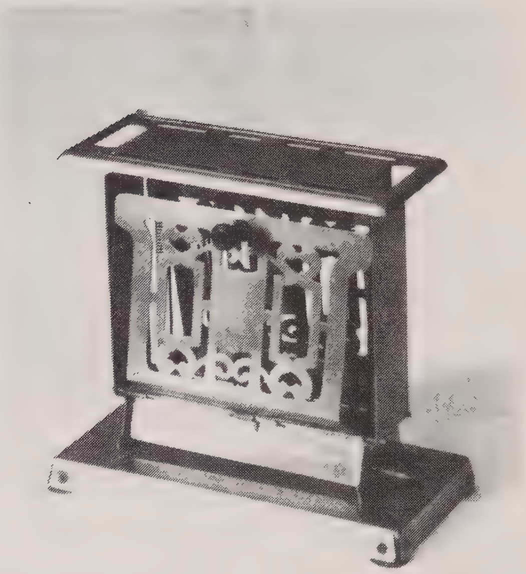


Fig. 32

Western Electric article 1221 - made by M & B. New decorative detail in the doors, simple open-coil wire element, continuing use of the 1915 Simplex warming rack. Carries Marsh patent notice, date 1923 or 24. **PRICE - $70.00**

Fig. 34

MERIDEN HOMELECTRIC cat. no. 60 made by M & B. Another model with the art deco doors identical to Fig. 25. Note different base; it appears with same top panel in a later Turner model; see section 3. **PRICE $20.00**



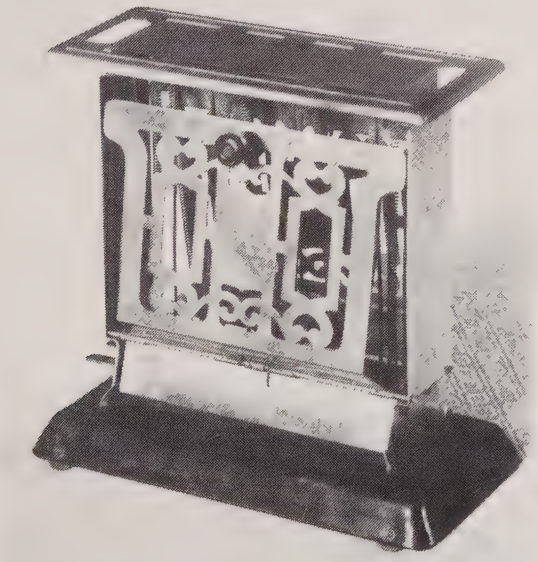


Photo not in scale

Fig. 33

METEOR article 1220 by Manning Bowman. Style derived from 1209. Laced open spring coil element, becomes common in many makes in early twenties. Most M & B's, including this one, carry a date for retailer's warranty, in this case 11-23. Also carries LMP, not needed at this late 1923 date.

This toaster is extra large, like L.F.& C. E948T. Cost $5 new. **PRICE - $25.00**

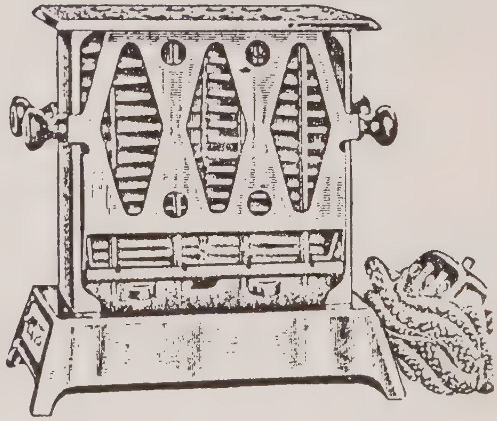


Fig. 35

Toaster, patent applied for May 1923, marketed by John H. Graham, New York and later by Rock Island Mfg. Co., Rock Island Ill. (trade mark RIMCO). This serious looking pincher only known from documents, but was obviously sold throughout the twenties. It is a hybrid; opening the door causes the support grid to swing a little way to facilitate removal or turning. Perhaps collectible in the Mid West.
PRICE - $65.00

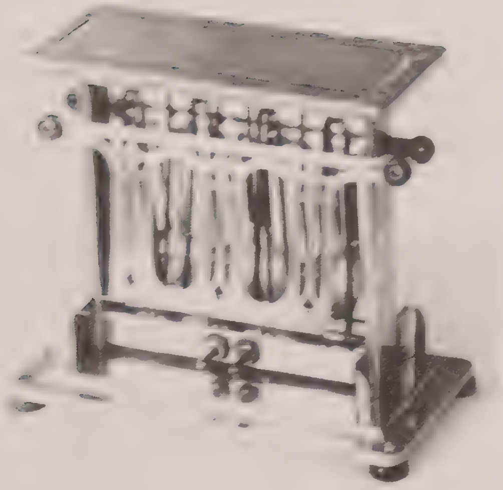


Fig. 36

UNIVERSAL E948T by L.F.&C., mid to late twenties. The last model in the maker's great series of Pinchers, larger than all others, perhaps a market response to M&B article 1220, an ad for which mentions 'extra large size so slice needs no trimming'. A beautifully made toaster, of nickeled brass, with turned wood knob feet. (See Section 6 reprints from L.F.& C. catalogs.) **PRICE - $35.00**

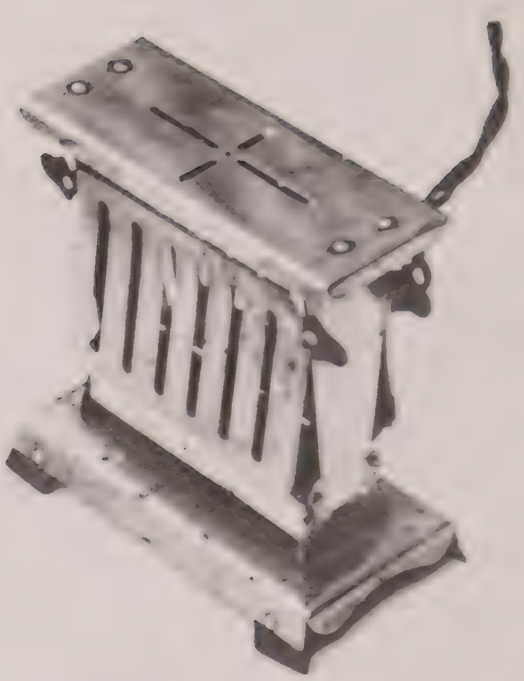


Photo not in scale

Fig. 37

STAR-RITE Extra Fast Toaster by Fitzgerald Mfg. Co. of Torrington, Ct. One of the last Pinchers, made as a cheapest-possible toaster; cord permanently attached, no switch, materials and finish minimal, but a fine performer! Fitzgerald's other toasters are quite interesting; see Swingers section. Made 1925-1930, **PRICE - $15.00**

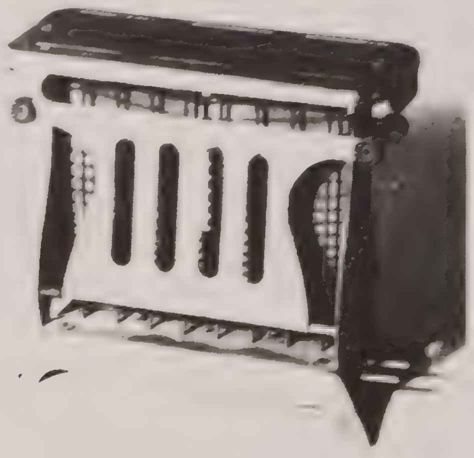
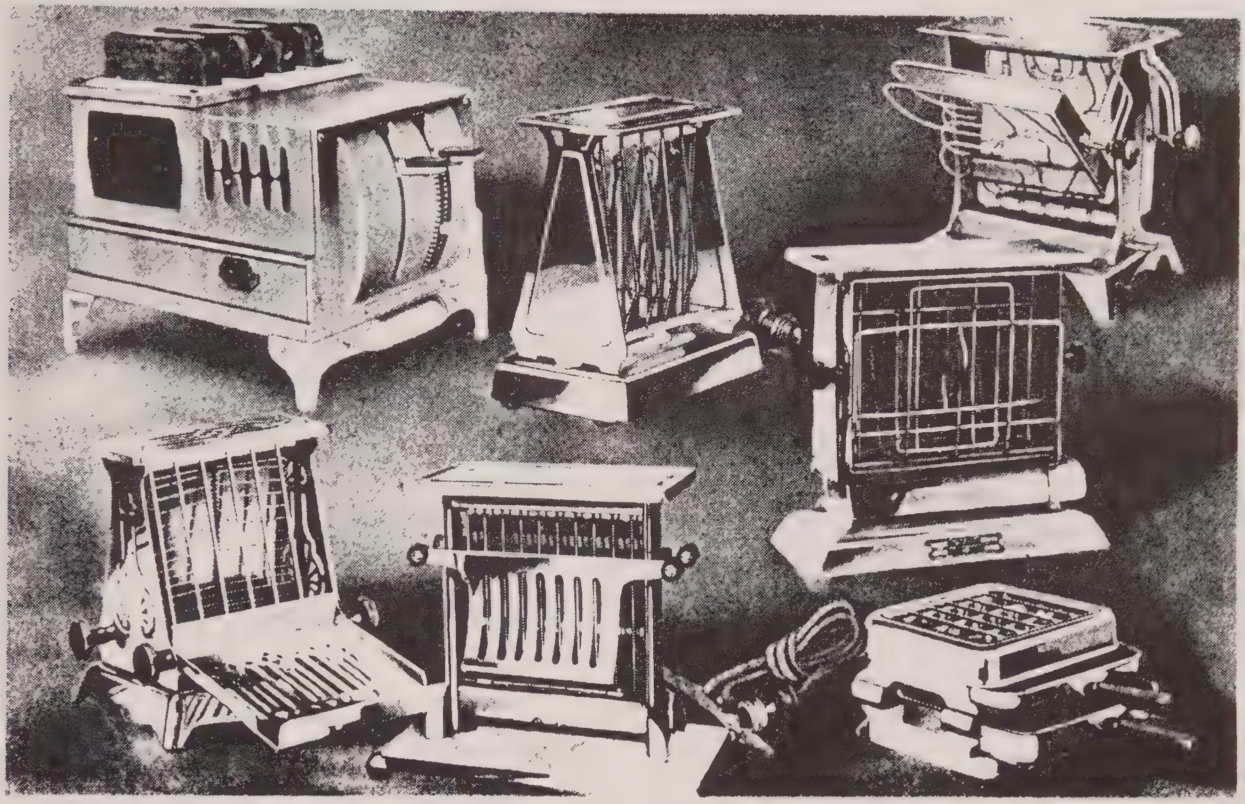


Fig. 38

Quality Brand made by Great Northern Mfg. Co., Chicago. Another very simple, late Pincher, decently made. Inexpensively bent-up base with fibre wafers riveted in corners betrays low cost, but contributes to rather smart style. Made about 1929; later, as EMPIRE, by Metal Ware Corp., Two Rivers, Wisc. **PRICE - $15.00**



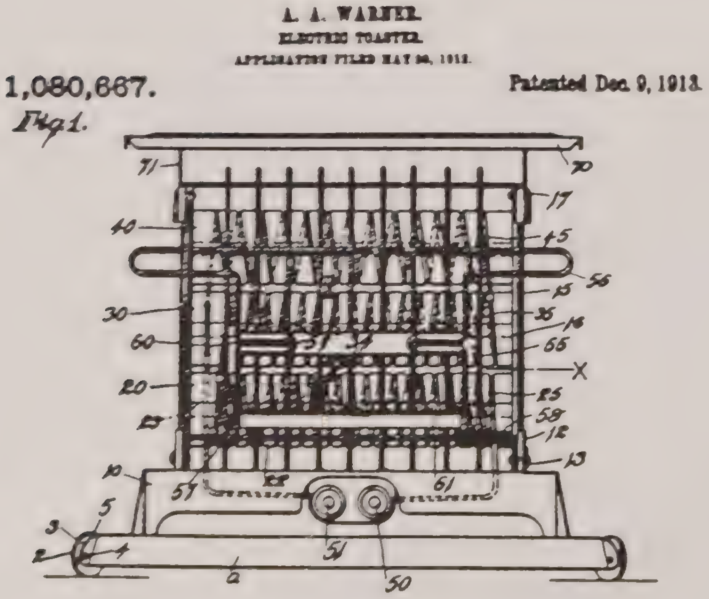
Top center: toaster made by Liberty Gauge & Instrument Co., Cleveland; design patent issued to Ernest Zimmer. This is one of the last perchers made. Observe the notch in the center of the shelf permitting the toast to be twitched out from the bottom, saving the fingers. The illustration is from a 1929 catalog of Driver-Harris, makers of Nichrome heating element alloys; upper left, a restaurant pop-up; lower right, a combination cooker-toaster made by American Electric Heater Co. The others can be found in this book.

Fig. 39

So ends the section on Perchers and Pinchers. The latter survived the onslaught of Turners, Floppers, Swingers and Sidewinders through the twenties, but as they were neither much cheaper nor more convenient than these others, they, along with Prosperity, disappeared after 1929.

There are a few humble but pleasant toasters which cannot really be classified. They look like turners or floppers, but they offer no such function. In fact, they are pinchers with an enclosed look, so we have put them next, with Turners & Floppers.

1929 is a major turning point in any history, and this is a good place to mention its importance in sheet metal consumer goods. It is The Year in which chromium plate became common. Surprisingly, many people today do not distinguish the yellow cast of nickel from the much brighter clear or bluish tone of chrome. But it is important, in dating toasters when other information is lacking. Thus, a nickel toaster may be as late as 1931, but a chrome one is almost surely not before late 1928.



Section 3

TURNERS and FLOPPERS

The first turner was made about 1915 by Westinghouse, who registered the trade name 'Turnover', (Fig. 16). The toaster was made under license from the Copeman Electric Stove Co. This most important patent is shown in Section 6.

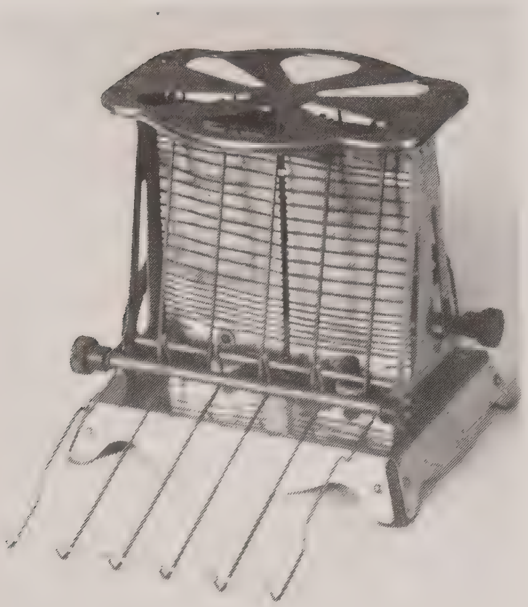
This most satisfactory and simple mechanism gradually became the most widely used one before the advent of Pop-up toasters.

Floppers are a sub-species which function like turners, but have variant mechanisms invented to circumvent the Copeman patents. They look much like turners, and often carry Copeman licenses along with patents of their own, just to be on the safe side.

Westinghouse had an exclusive license until about 1920 when G.E. acquired one for the Hotpoint line. Eventually all the major makers had licenses, and the principle became public property when the patents expired in 1931.

The dates of two Copeman patents, July 28, 1914 and August 25, 1914, probably appear on more old toasters than any others. (The numbers 1,105,230 and 1,108,552 refer to the same patents; use of the numbers instead of dates means the toaster was made after April 1927.)

In this, the largest section, models are again presented in chronological order, but within brands, to avoid utter confusion.



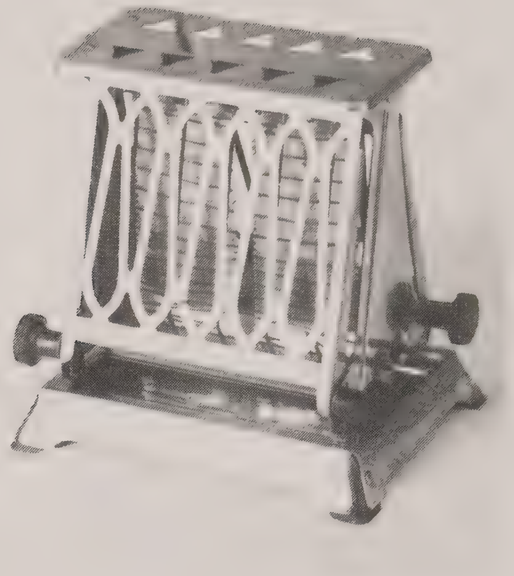


Fig. 40

TURNOVER Toaster made by Westinghouse, 1917-1924 approx. Superb design, superbly made toasters we call Wheel tops. 268936A and 284032A are typical model numbers. Some have two turning knobs, some, four. Those with etched aluminum black & white labels made in East Pittsburgh before 1918; label information stamped on bottom only: made after 1918 in Mansfield, Ohio. Earliest versions of this fine family have drawn solid corner bases like first version, Fig. 10 (which has elements with ceramic cores, instead of mica).

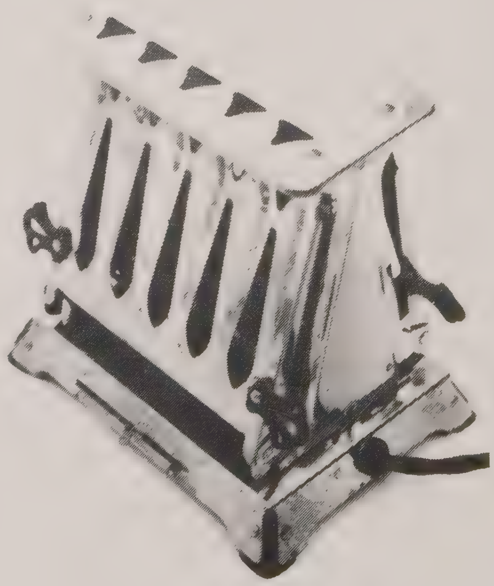
Patent notices include "Copeman Patents" (sometimes with dates) and LMP, see Fig. 16. **PRICE - $40.00**

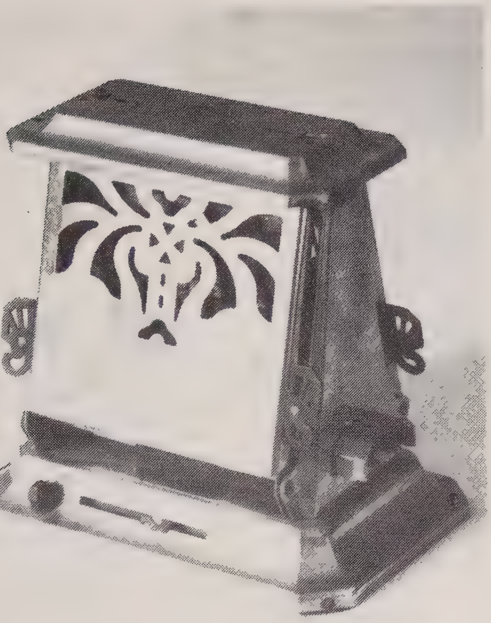
Fig. 41, upper right

TURNOVER Toaster by Westinghouse, model S372788B, about 1925. Last of make to have turning knobs at lower corners of doors. Slightly later version with these attractive sheet metal doors, model TT3, has handles on side of doors like Fig. 42. Designed by Ora Colby, prolific engineer-stylist. **PRICE - $25.00**

Fig. 42, below

TURNOVER by Westinghouse, model TT13, 1927-1930. Ventilation reduced by omitting alternate piercings produces faster less crisp toasting. This 'de luxe' model is one of the first toasters to have an adjustable shut-off timer in the base. Same without timer is still called TT3. **PRICE - $15.00**





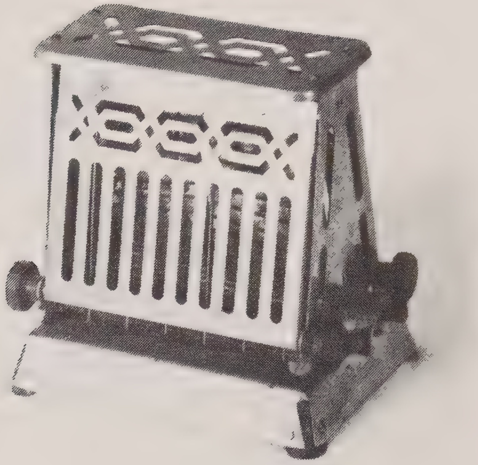


Fig. 43

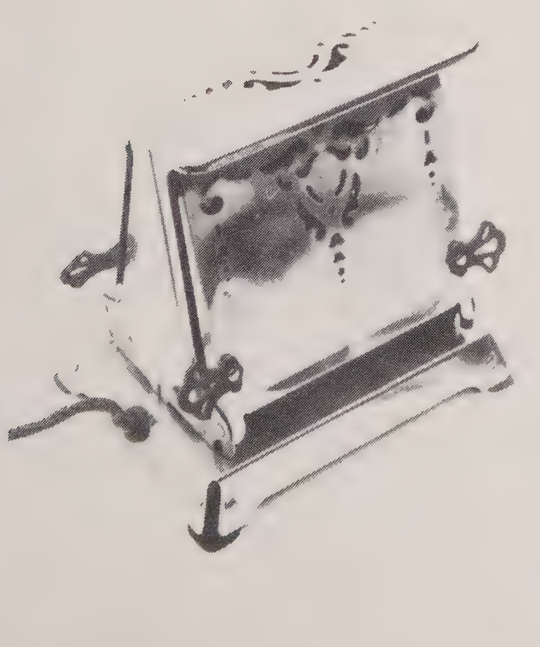
ARISTOCRAT TURNOVER Toaster model TD13 by Westinghouse, 1930. New, heavy architectural style for affluent look; further reduction in ventilation and higher wattage for faster toasting. Moister toast for changing taste. Has timer in base. **PRICE - $20.00**

Fig. 44

STANDARD TURNOVER Toaster by Westinghouse, model TT23, 1928-1930. 'Dainty' style with even less ventilation. Also available with timer in base. **PRICE - $20.00**

Fig. 45

HOTPOINT model 115T9. Made 1919 to 1923 by Edison Electric Appliance Co. formed in 1918 takeover of Hotpoint by G.E. All Hotpoints henceforth are turners, made per Copeman patents. A nice little toaster in Greek revival style; note knobs like Westinghouse. Some have fiber feet, as here, others have protruding molded feet. Shows LMP & Copeman patents. **PRICE - $20.00**



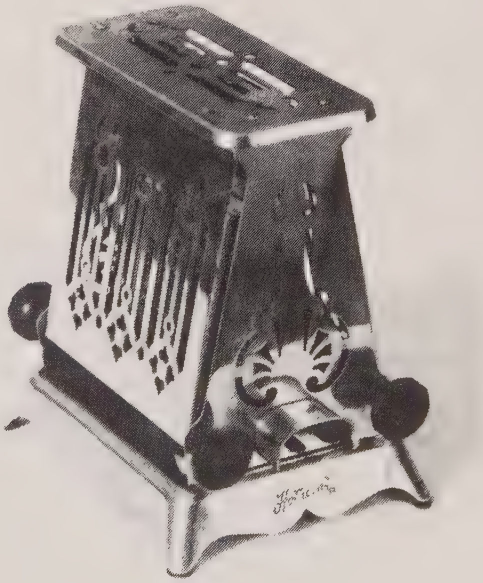


Fig. 46

HOTPOINT model 115T17, made 1923 - 1929. One of the all-time handsomest and best-made toasters. Fine classic design, drawn base with solid corners. Some have LMP, some a 1910 G.E. patent describing the D-12, Fig. 1, no explanation. All have Copeman notice. Cost in 1927 $8. Model 117T17 same except chrome. See ad reprints, Section 6. **PRICE - $20.00**

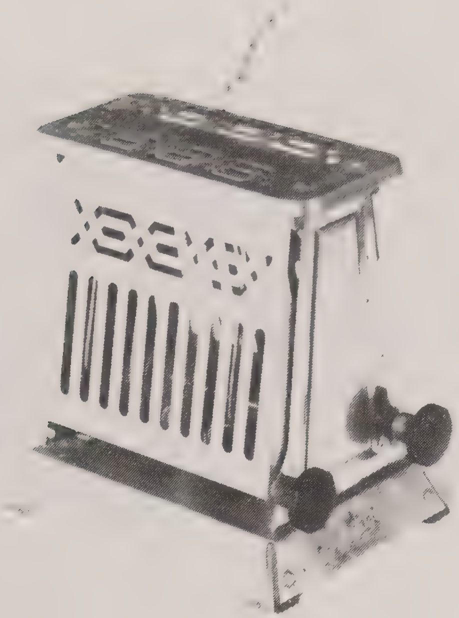


Fig. 47

Hotpoint 125T22, 1924-1928. Enlarged version of 115T9, mica panel element replaced by open coil. Cheaper base, still has turning knobs. This toaster also found marked Royal Rochester, so made by arrangement between companies. Cost $6 in 1927. **PRICE - $15.00**

Fig. 48

Hotpoint 116T24, 1926-1929. The larger model in Gothic style, knobs replaced by side handles of pierced steel. Open spring-coil element, uneven cooker. Shows Copeman patent dates.
PRICE - $25.00

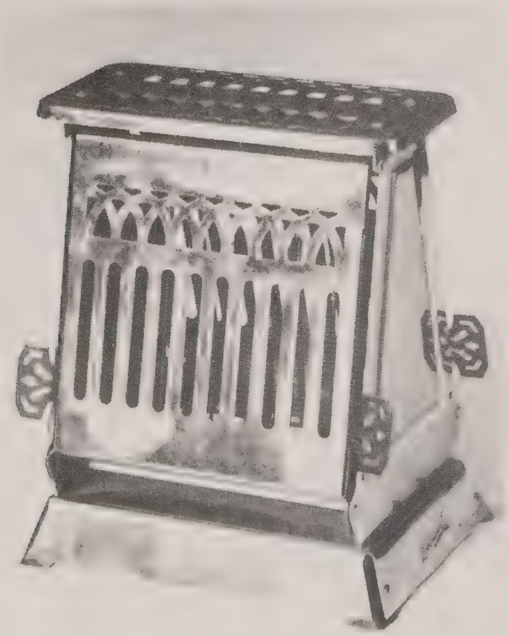
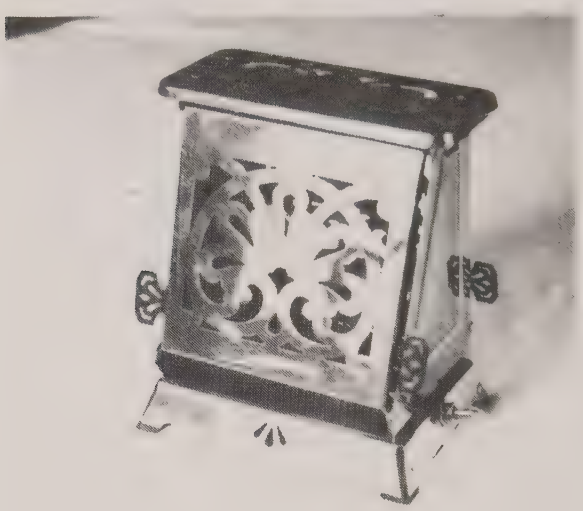


Photo not in scale

Fig. 49

Hotpoint 127T23, 1927 to 1930 and after. General outline of previous models, shall we say art deco style, for reduced ventilation as in the Westinghouse series. Open coil elements and on-off switch, a nice feature. 126T33 has same frame on deeper base with adjustable timer like Westinghouse Fig. 43. No patents on this specimen; $7 in 1927, **PRICE - $20.00**



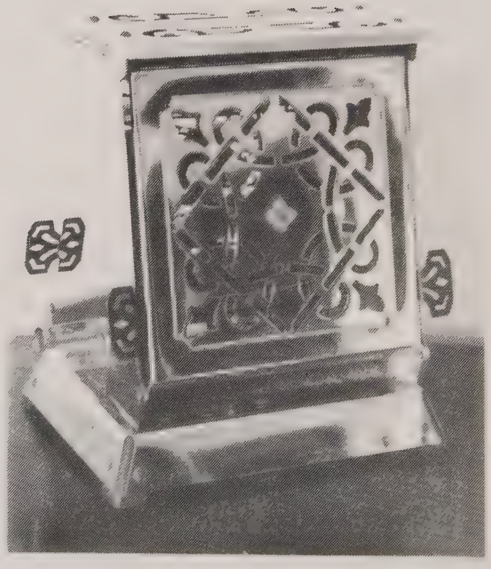


Fig. 50

Hotpoint model 169T26, 1931 or 1932. One of the last toasters to have nice pierced decoration. Chrome plate, mica panel elements. Dimensions and general outline same as in previous models. Carries number of first Copeman patent. **PRICE - $30.00**

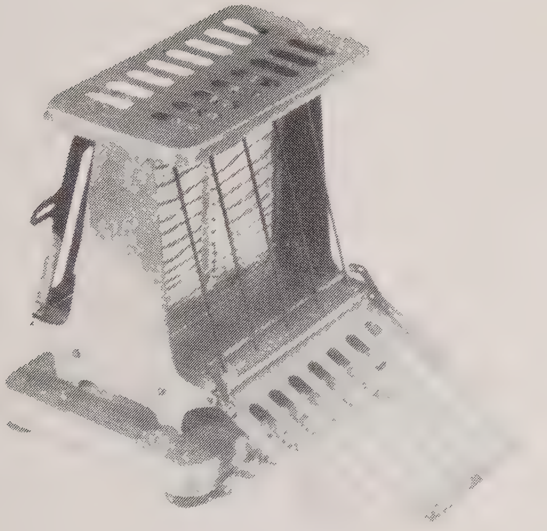


Fig. 51

Flipflop Toaster made by Rutenber Electric Co., Marion, Indiana, 1920. This extremely rare toaster is historically important as the first of the Floppers, toasters which turn over the toast but do not infringe on the Copeman patents. In 1917, at the same time Fred Collier was inventing the Swinger, Edwin Rutenber thought up this method. As the photo shows, little links at the base of the door draw the bottom of the grid against which the toast leans outward, so that it slides down and out for turning. Rutenber was granted a patent in January 1921.

This little toaster with its simple rhythm of slots is very good-looking in a restrained way. The resemblance of the end plates to the first Westinghouse is of course deliberate. This early specimen carries LMP and PAT. PENDING.
PRICE - $25.00

Note: The name is Rutenber, not Rutenberger as one source has it.

Fig. 52, upper right

Marion Giant Flipflop model 66 made by Rutenber Electric Co., 1924-1929 approx. This was one of the most successful toasters made during the twenties, selling for $2.85 in 1927 (see newspaper ad, Section 6). The label carries the quaint exhortation "MAKE TOAST YOUR BREAKFAST FOOD" with Marion Giant. It also carries the July 28, 1914 Copeman patent notice; evidently Rutenber feared legal action in spite of his own patent coverage on the tilting grid also used here. Some later specimens have a shield over the terminal pins.

This toaster is rather gawky-looking, and crudely made, but works well and is unusually easy to clean. It is one of the few old toasters that can be called common, except that it is rare in fine condition. **PRICE - $15.00**

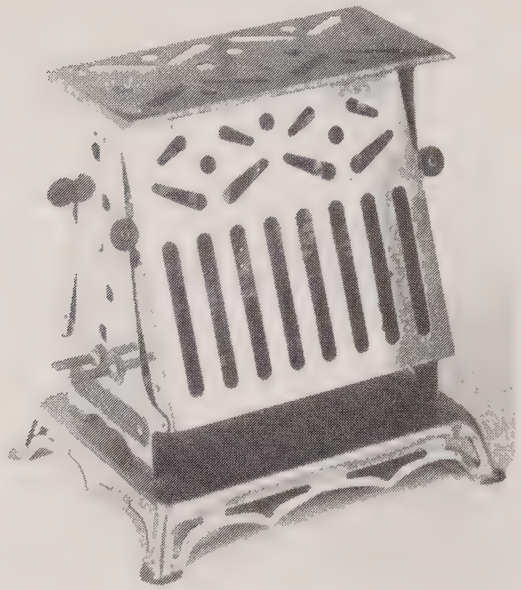


Fig. 53

Marion Giant Flipflop model 67, same maker, 1930-1932? Mechanically the same as model 66, a curious re-styling with chrome plate added, the good old features preserved, perhaps Rutenber's last manual toaster. (See the L&H dropper in Section 5.) Evidently was not competitive, as it is very scarce. **PRICE - $20.00**

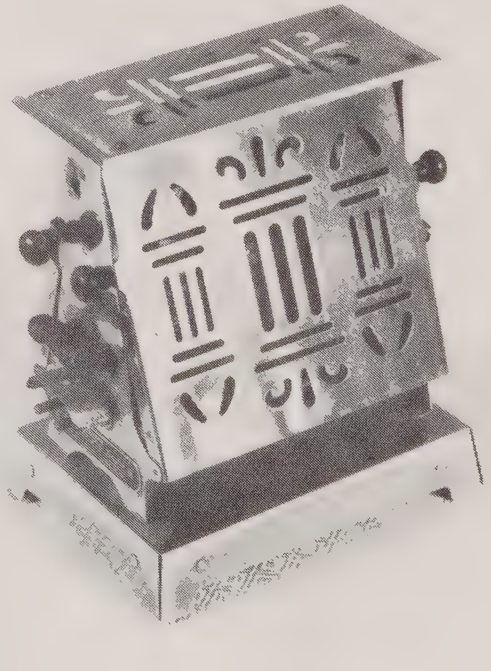


Fig. 54

No. 66 Automatic Toaster made by Russell Electric. Co., Chicago. This flopper was patented in 1922 by T. C. Russell, who had evidently seen a Rutenber Flip-flop. It contains a wire bail positioned behind the slice so as to draw it out onto the door when opened. It may work OK, but in the patent drawing it appears that the wire bail has to force its way under the slice as the door is closed, which could crush or crumble it. We have never seen this toaster; it may be collectible in the Mid West. **PRICE - $30.00**

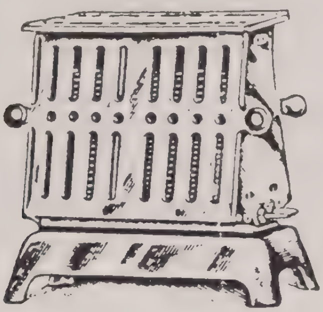


Fig. 55

UNIVERSAL model E9412, made by Landers, Frary & Clark, 1927. This maker's first 'Turn Easy'. As attractive as L.F.&C.'S pinchers and swingers were, they lacked the convenience of the Westinghouse and Hotpoint turners, and various brands of floppers. L.F.&C. couldn't lick them, so they joined them, with this lovely toaster, using a Copeman patent license (missing on some specimens). Usually made of nickeled brass, with a patented open coil element laced in a double zigzag. Cost $8 in 1927. **PRICE - $20.00**

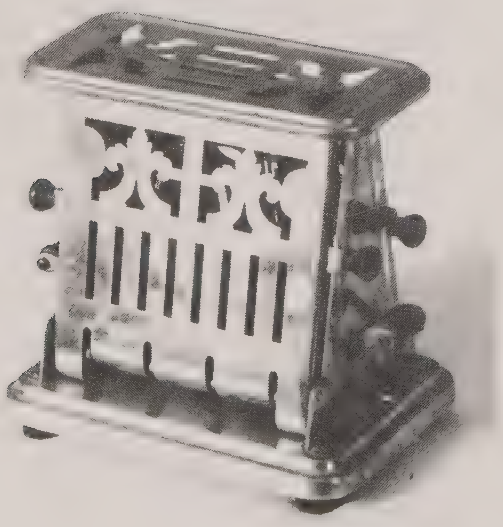


Fig. 56

CORONA model E1412 by L.F.&C., another turner, 1927 to 1929 approx. A new label for this maker, covering a low-priced line. (Torrington had the STAR; Meriden the METEOR; finally, New Britain had CORONA.) Has a mica panel element, and carries Copeman patent dates. **PRICE - $15.00**

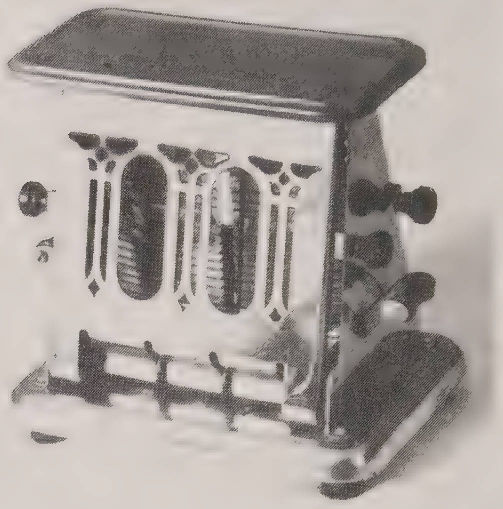


Fig. 57

THERMAX model E34412 by L.F.&C., 1927-1929 approx. Medium price Turn Easy toaster, along with similar E3412 among last models showing Copeman patent notice. A rather modest design perhaps influenced by some M&B models. **PRICE - $15.00**

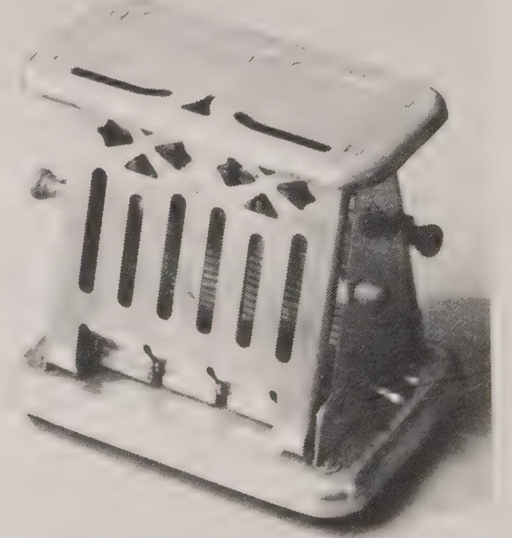


Fig. 58

UNIVERSAL E7312, catalog name: DE LUXE MODEL, probably 1929-1930. A beautiful chrome plated brass toaster with decorative details inherited from the E944 pincher. A fine performer, makes crisp toast fast, thanks to high wattage. Shows first Copeman patent. **PRICE - $20.00**

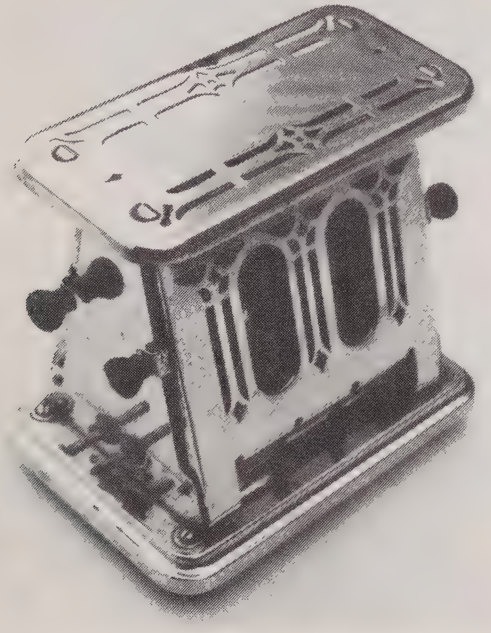
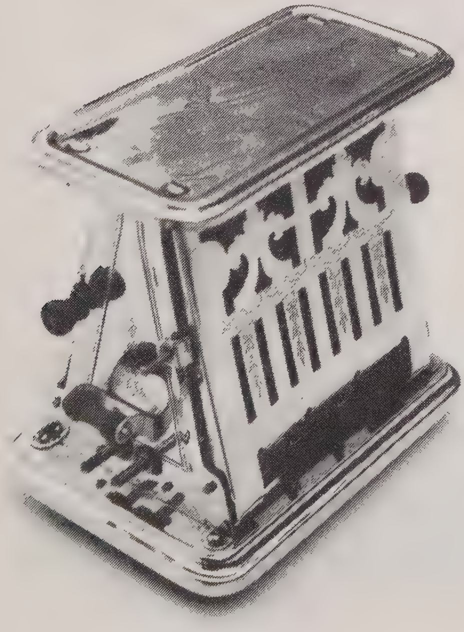


Fig. 59

UNIVERSAL model E7812, after 1930, catalog name OLD ENGLISH PATTERN. Chrome plated, imitation engraving decoration, mica element. Most parts same as E9412. **PRICE - $20.00**



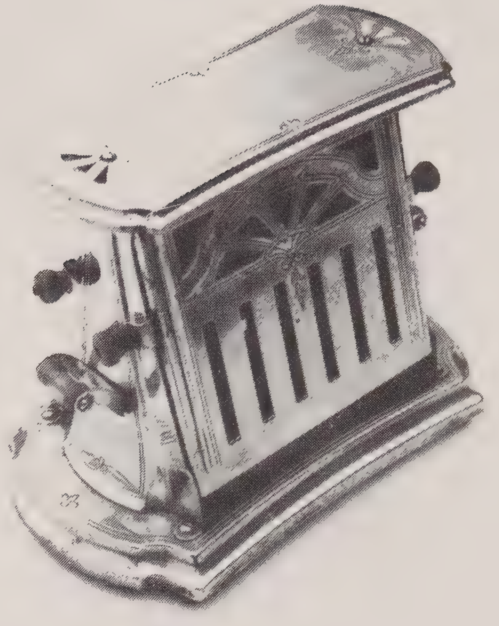


Fig. 60

UNIVERSAL model E7712, catalog name HEPPLE-WHITE PATTERN (really!). Catalog also features "Ivory casein handles and feet" (whitish color, usually with cracks). Curved outlines are not only expensive but decadent; could George Curtiss have turned out such "styles"? **PRICE - $20.00**

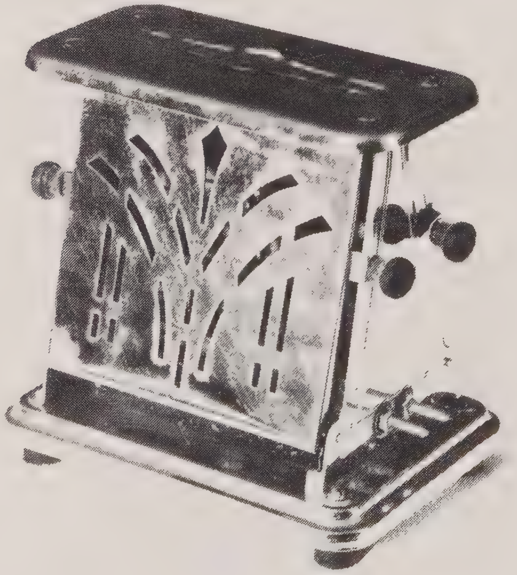


Fig. 61

UNIVERSAL model E7211, after 1930. Chrome plate, mica element. At last, a reasonable effort in 'modern' styling, though the large top panel is more useful than attractive.

PRICE - $15.00

Catalog reprints in Section 6 show that L.F.&C. always maintained old models for some time along with the new, providing a wide range of choice. They valued their conservative customers.

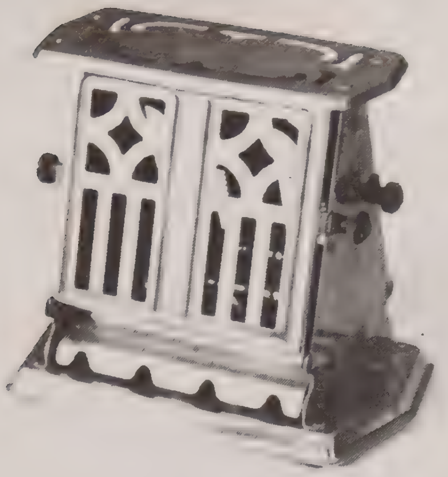


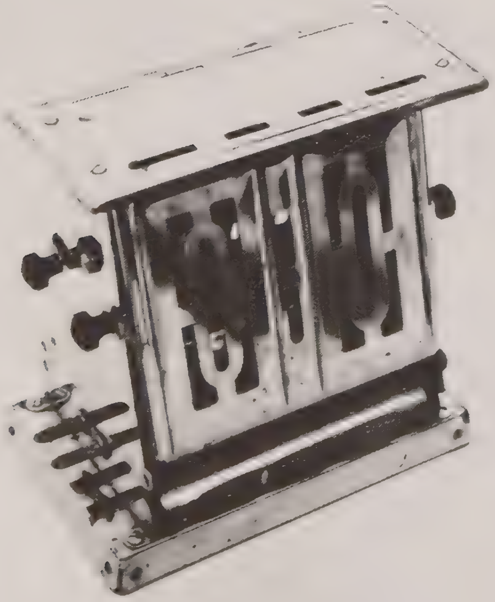
Fig. 62

MB Means Best article 1228 by Manning Bowman, 1927-1931 approx. Cautious use of curves and irregular outlines in a good-looking toaster. Open coil element laced up and down over ceramic spools, covered by a 1926 M&B patent. **PRICE - $15.00**

Fig. 63

METEOR article 1231 by M&B, about 1929. Another authentic turner; M&B never stamped the patent notice on a toaster; open coil element per their patent. **PRICE - $15.00**

Photo not
in scale



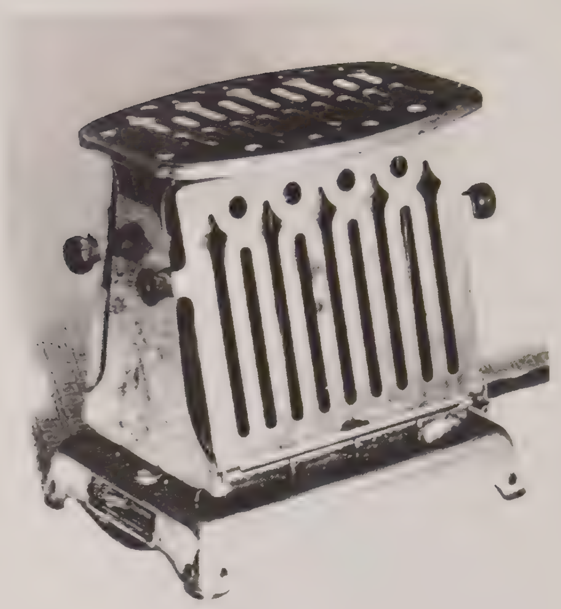
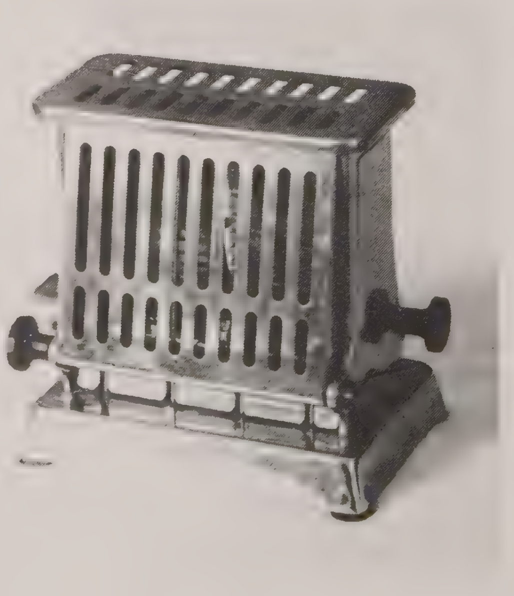


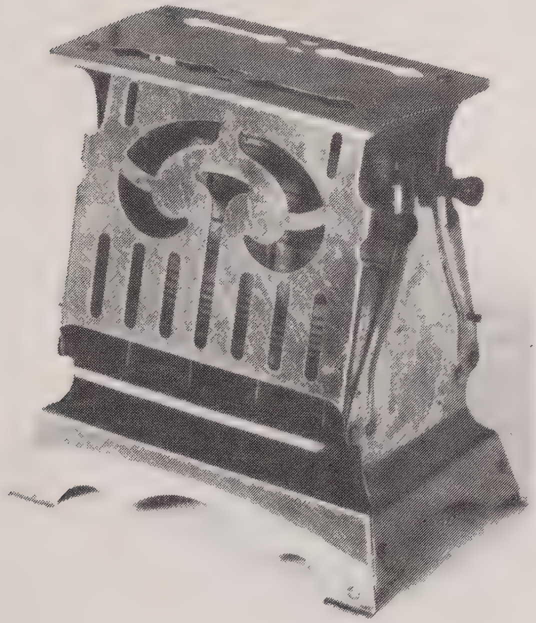
Fig. 64

L & H Turnsit toaster model 202 made by A. J. Lindemann & Hoverson, Milwaukee, Wisc. from about 1924 to 1930. Edwin Rutenber, working for L&H, patented a moving ejector paddle that helps the slice out onto the open door. This is therefore a flopper, not licensed under Copeman patents. It is a distinguished looking toaster, the rounded top suggesting the wheel top Westinghouse design. **PRICE - $20.00**

Fig. 65

L & H Electrics Toaster model 204 by L&H, about 1928. A very decent toaster in the style and quality of Hotpoint, with nice rimmed and paneled end pieces, solid corner base and good knobs. A true turner, it shows several patent numbers beginning with first Copeman, and including the Rutenber covering the model 202. **PRICE - $15.00**





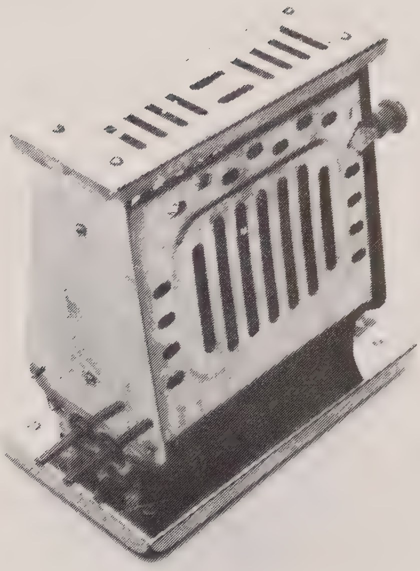


Fig. 66

BEE-VAC Toaster No. T 12 made by Birtman Electric Co., Chicago, 1925-1929 approx. A large toaster with a lot of original character, from the Marion School. Illustrates legal use of other people's patents: a Russell-patent wire frame draws out not the toast, but a Rutenber moving grid to launch the toast down and out. **PRICE - $15.00**

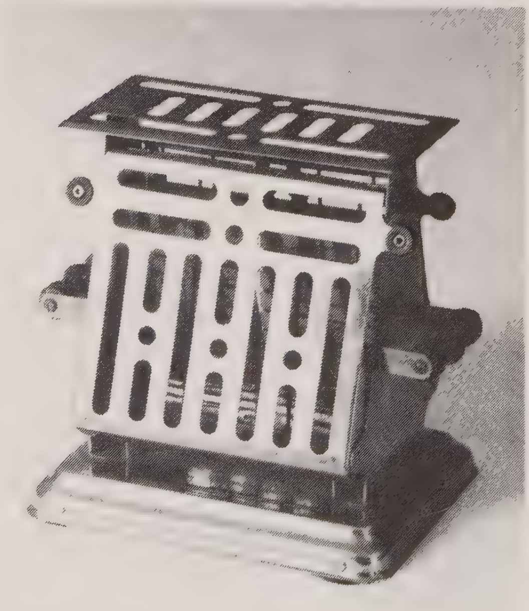
Fig. 67, upper right

BERSTED ELECTRIC TOASTER made by Bersted Manufacturing Co., Chicago, 1926-1928. Simple, nicely made, small. Seems to be a turner, except that lip on top edge of door is omitted. When opened, the slice scoots off onto the table unless caught. Copeman patent thus evaded, and the toaster is strictly speaking a Pincher in Turner's clothing. (Mr. Bersted had another company later.) **PRICE - $20.00**

Shock Danger! Inner end of terminals exposed.

Fig. 68, below

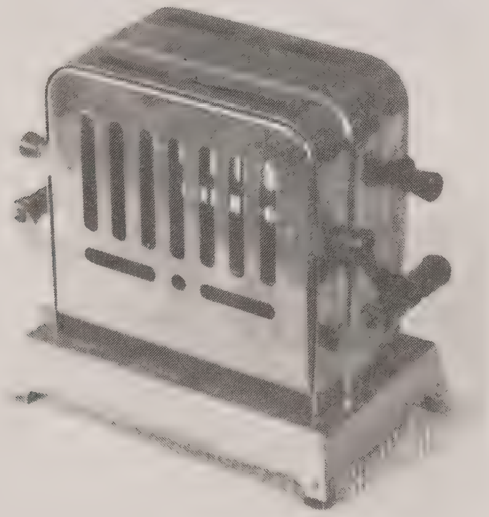
STYLE 48 toaster made by Dominion Electric Mfg. Co., Minneapolis. 'Dependable Domino Devices' in very small logo along with first Copeman patent no. on fancy green-and-gold etched label. Date 1927-1930 approx. A high quality toaster of the plainest design, from the Marion School, generous proportions, good performer. **PRICE - $20.00**



CAT. No. 625 made by Knapp Monarch Company, Webster City, Iowa (later of St. Louis), 1930. Ernest Johnson secured a patent on the design as well as on a detail of the operation of this toaster, even though it is strictly a Copeman Turner; the detail distracted the patent examiner from noticing the infringement. No great harm done, as the Copeman patents were about to expire anyway.

The toaster is nickel plated, decently made, and has a new look, with vertical sides and rounded corners. The knobs and handles are wood painted red. **PRICE - $15.00**

Fig. 69



ROYAL ROCHESTER E6412 made by Robeson Rochester Corp., Rochester NY. An 'arty' design with curved outlines not without merit. Standard turner operation. Nickel Plate, no patents. 1931 or 1932. **PRICE - $20.00**

Fig. 70

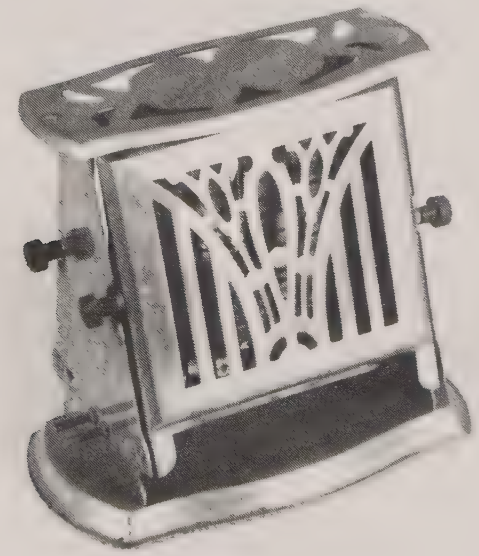


Fig. 71

Style No. 48 ELECTRAHOT MFG CO, Minneapolis. One of the last ventilated turners, 1934 or later. Decorative elements of this as well as Fig. 70 mimic Universal E7211, Fig. 61. Fixed cord a cheap feature; no patents.
PRICE - $15.00

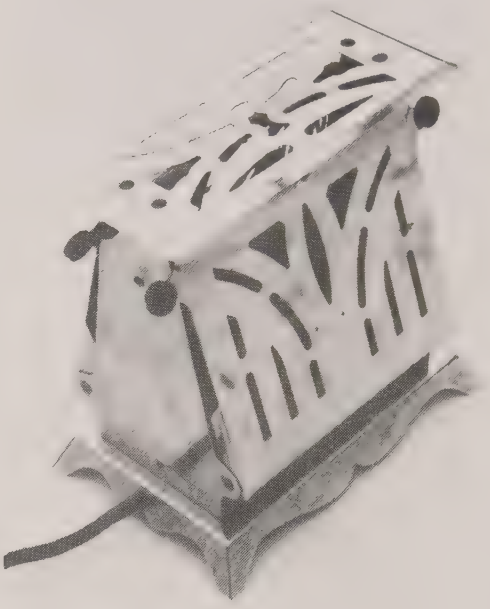
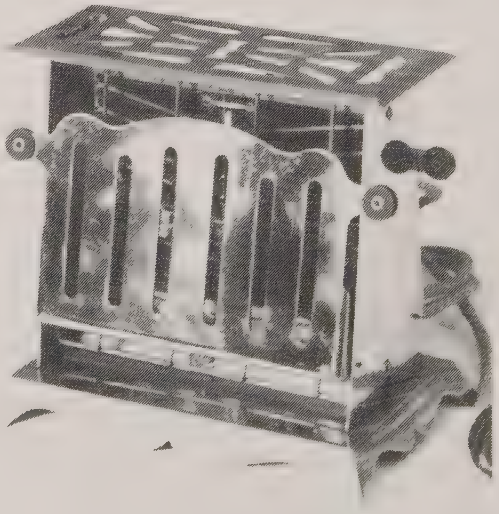


Fig. 72

CAT. No. JT1111 made by Just-Rite Mfg. Co., Minneapolis. Another late, late turner, using many of the parts in the Electrahot, Fig. 71, which together illustrate the hum-drum last-gasp of the turner's glorious twenty years. This specimen was collected in Oregon. **PRICE - $15.00**

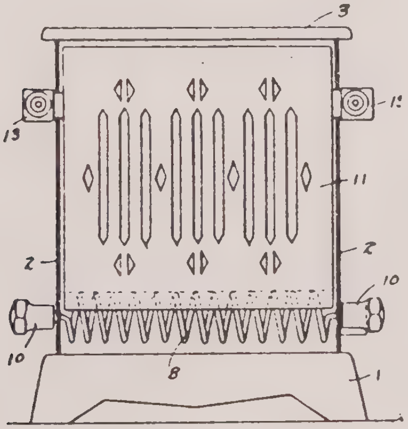


End of Turners & Floppers

There were of course many more of these made during the thirties. We chose to limit our attention to those which are pretty or amusing, and good. Our most rigid limit is the disappearance of perforations or pierced-work; it was there to permit a desired amount of drying in the toasting process, and it challenged designers to decorate. The manufacturer saved money by omitting it, and the user saved time, making soggy toast faster in a more air-tight box.

Furthermore, automatics in many shapes and kinds of operation were coming out thick and fast during the period, driving turners to the bargain counters and cut-rate quality.

But Mr. and Mrs. Copeman of the original patents continued to prosper: among Mr. Copeman's many hundreds of later inventions were:
- the rubber ice tray;
- the self-sticking envelope.



Majestic
Slice-turning Toaster
San Francisco

Section 4

SWINGERS and SIDEWINDERS

Swing-basket toasters originated as competition for the very convenient and successful turners controlled by the Copeman patents.

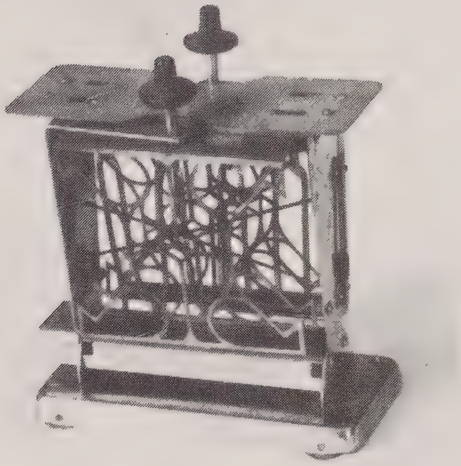
In 1917 Fred Collier of Worcester, Mass. applied for a patent on the first swinger. It was an original idea and a genuine invention; the patent was granted in November 1920 and immediately recognized in the trade as a powerful move against Westinghouse and Hotpoint. Other companies promptly brought out swingers, variously designed around Collier's patent. Some bought Collier licenses just to be safe from prosecution.

This species of toaster is represented by only eight manufacturers. This is in part because, nice as they are, they are not as handy as turners, and inevitably more costly than pinchers. But they have an even more basic weakness: one side of the basket is always directly exposed to the heat of the element. In any other toaster, the door is protected by the slice of bread. Only L.F.&C. made the baskets of nickeled brass, and even these got severely scorched over the years. All other makes have steel baskets, and the heat has made them rust through the plating. It is rare to find any of the swingers in fine condition.

Swingers and sidewinders without exception have a whimsical, busy technical look along with architecturally attractive outlines. They are the hardest kind to walk by in a flea market.

Fig. 73, below

ELECTROWELD made by Electroweld, Lynn, Mass., 1922 - 1925. Substantially changed from prototype, Fig. 12; lead weight in base and elaborate 'Gibson-girl' top plate gone; 3-bar ceramic element replaced by mica panels and flat wire. Zig-zag ended rods on which baskets swing, as shown in patent, remain. Integral socket switch added, a nice feature. This is still a very interesting and decent toaster; it is also known as made by T.C. Smith, Philadelphia. Carries Collier's November 1920 patent. **PRICE - $30.00**



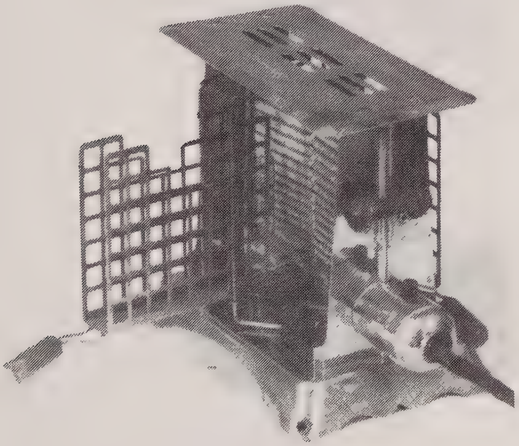


Fig. 75, below

STAR ELECTRIC TOASTER - the later and more elaborate model, 1925-1930 approx. A more graceful base, with cool-carrying handles added, terminals moved to side. This version often marked Model 75000.

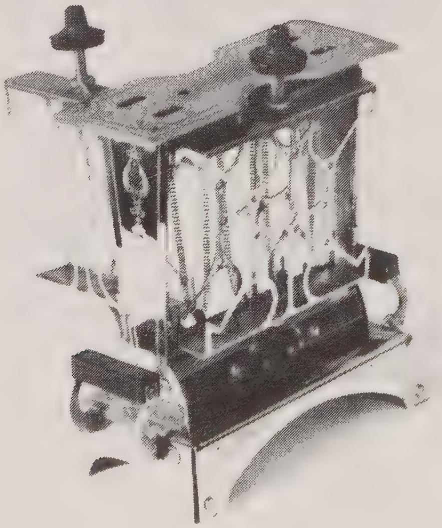
This late specimen is chrome plated, with imitation engraved decoration (rare). Usually nickel, badly deteriorated.

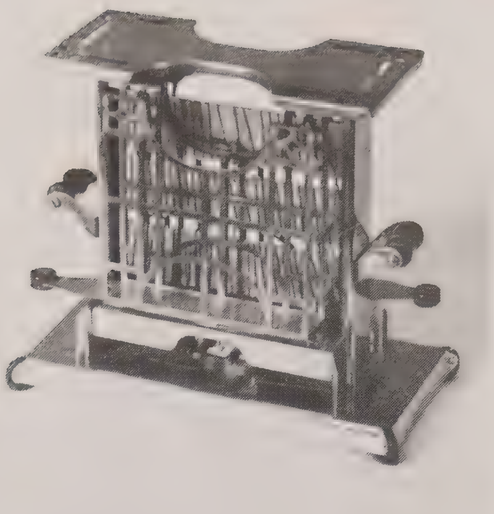
These Fitzgerald toasters are indeed distinctive, with their curious door pattern and black operating knobs; they are moderately common but desirable.
PRICE - $35.00

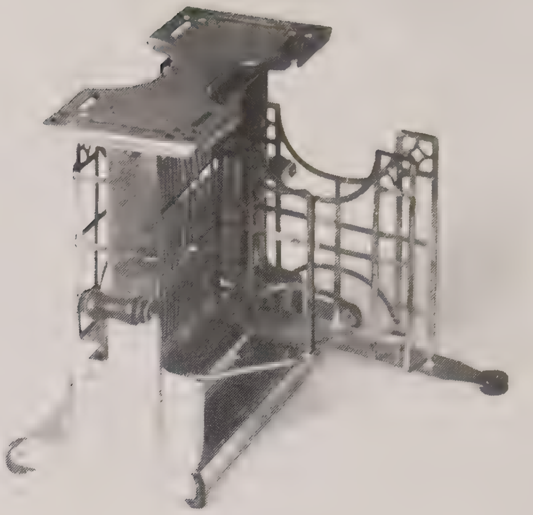
Fig. 74, upper right

STAR ELECTRIC TOASTER by Fitzgerald Mfg. Co., Torrington Conn., who received a patent on this swinger in 1921. These toasters never carry the LMP mark; possibly they were not marketed until after February 1923.

This first model has a simple base and support much like an M&B. Basket openings are at the sides; they pivot in other frames, and are turned and swung out by the Pilgrim-hat knobs, which get rather hot. **PRICE - $30.00**







Figs. 76

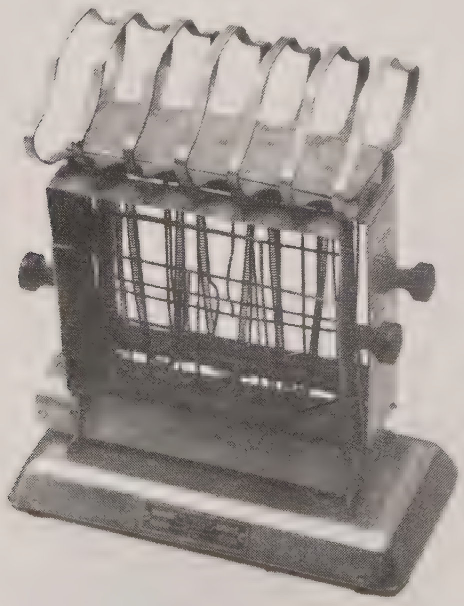
& 77

UNIVERSAL E947 made in various versions by L.F.&C. 1921 to 1929. The loveliest and most durable of swingers. Early production almost entirely nickeled brass parts. Considerable numbers survive in good condition. Designed by Alonzo Warner; patented January 1922. Another brilliant example of Curtiss' styling.

Base weights stamped from heavy sheet steel carry make, model and patent data. First production has no cool carrying handles and shows Collier patent along with LMP and that of 1912 covering the 3-part mica element used here also. (This illiustrates how much is to be learned by examining and correlating patents dates and data.)

The second version, shown here, cost $9 in 1927. Cheaper versions appeared soon after: E9947 has open coil elements without base weight, and rectangular top with border of slots; model 47 (no letter) same without slots.

These are the finest swingers, and they are not rare. But their quality and charm make them most desirable. **PRICE - $35.00**



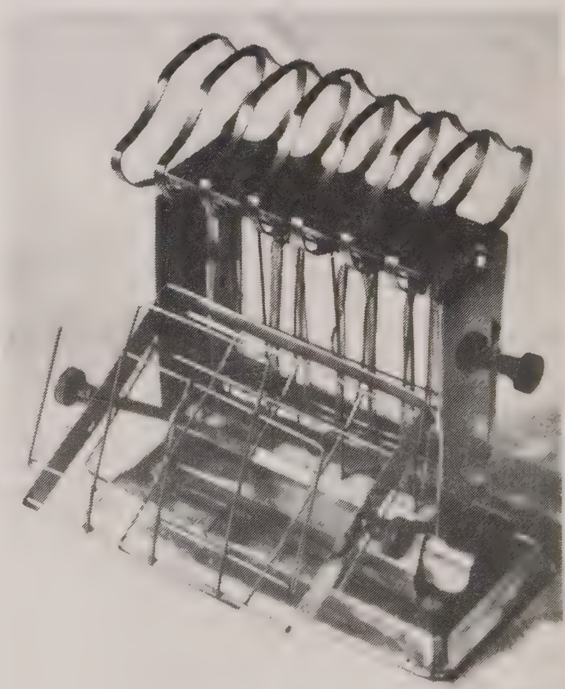


Fig. 78

& 79

not in scale

REVERSIBLE TOASTER article 1226 by Manning & Bowman, 1923. One of the most exotic toasters of the twenties; another attempt to compete with the turners. This is the original sidewinder. The baskets are like birdcages; each side of each one can be opened as shown for loading and unloading. Not counting six wire springs, there are eight moving parts. Note frame and rack identical with other M&B models. This toaster is nicely made, carrying LMP as well as M&B patents of December 1920 and December 1923. Cost $8.50; similar article 1225 without rack, $8.00. **PRICE - $100.00**

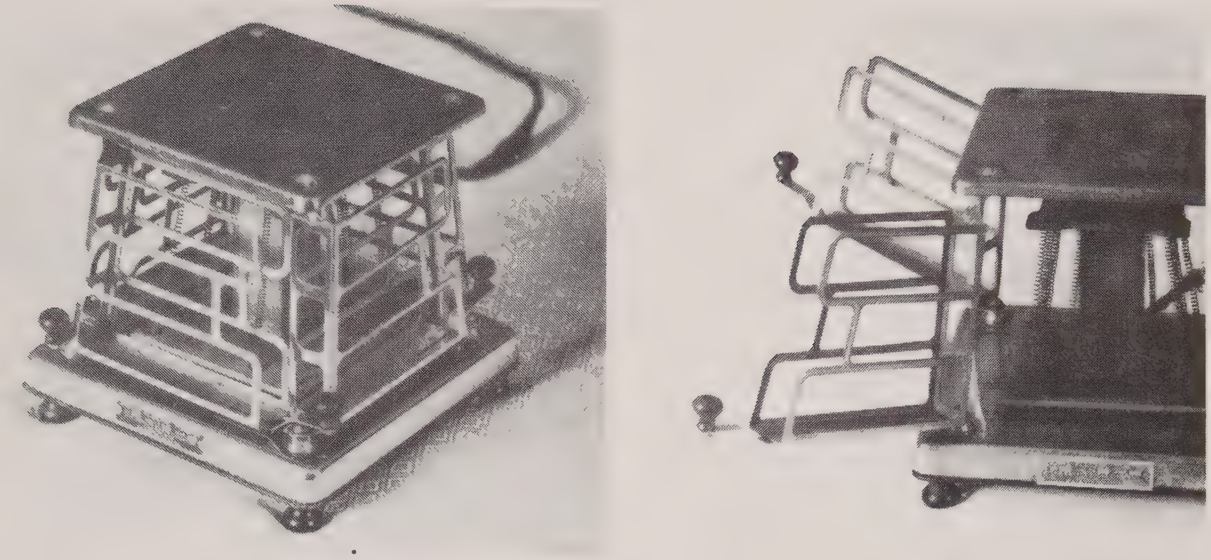


Fig. 80 & 81

ESTATE ELECTRIC TOASTER model 177 by Estate Stove Co., Hamilton, Ohio. Amusing and effective toaster cooks four slices at once, one side at a time, the first 'family-size' toaster. Swing any of four knobs away from the elements and all four baskets swing around the corners to cook other sides. It makes crisp toast and grown men burst out laughing. The very simple mechanism was patented by Mr. Kahn in 1925, although no notice of it ever appears on the toasters. Evidently a popular product, as it is not excessively rare, except in fine condition. (Plating usually poor.) **PRICE - $100.00**

Fig. 82

EXCELSIOR TWIN REVERSIBLE TOASTER made by The Perfection Electric Products Co., New Washington, Ohio. Ingenious and stylish; crank operates both baskets at once, which offer to stop in position shown for loading and unloading. Baskets suggest Fitzgerald, top panel resembles El Tosto or Westinghouse. Label gives two patent numbers one of which is Collier's. Absence of dates means manufacture after April 1927.

An example of a provincial toaster which cannot have had nation-wide distribution, this specimen was collected at Brimfield from a Maryland dealer. **PRICE - $150.00**

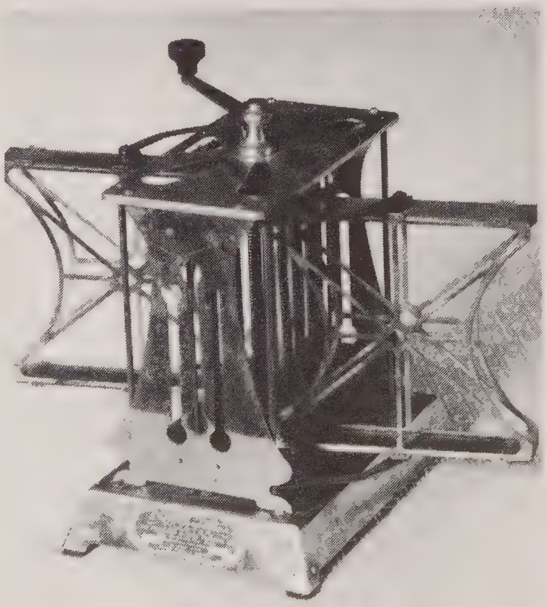
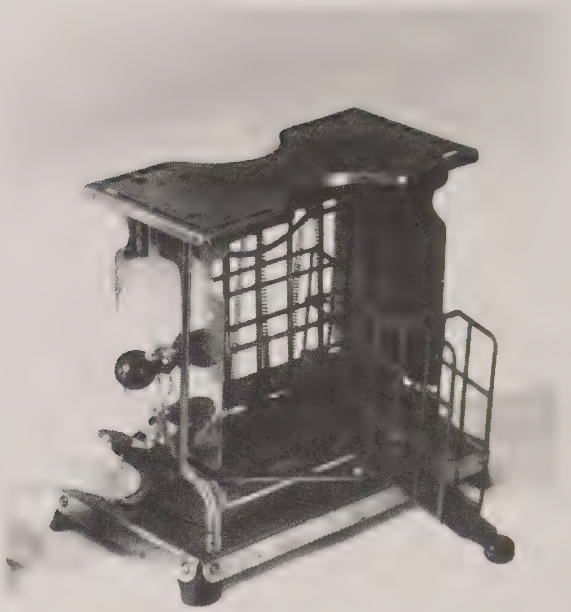


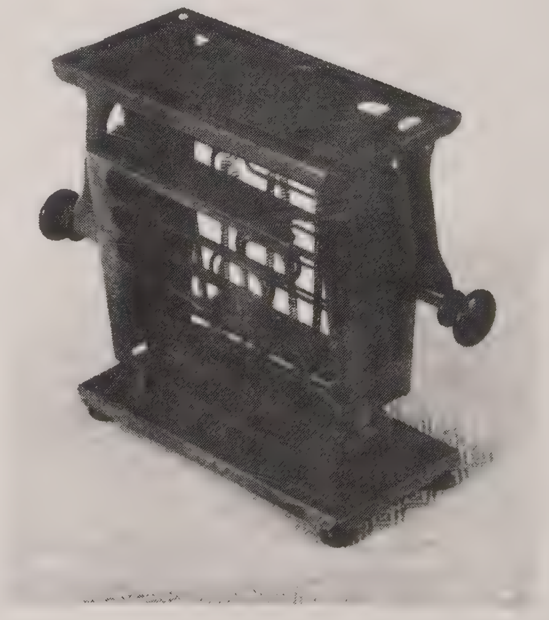
Fig. 83



TORRID Pushomatic toaster made by Frank E. Wolcott Mfg. Co., Waterbury, Conn. 1928-1930 approx. Although not top quality, an interesting and important toaster. Baskets swing on pairs of massive levers pivoted in base. Movable latches just below knob handles adjust basket positions for fast or slow (soft or crisp) toasting. A pair of push-buttons at one end turn baskets, somewhat wildly, via linkages in base. Earlier model without buttons carries Collier patent notice, later specimens show Wolcott's of Feb. 1927. Registration of trade mark 'Pushomatic' early 1928. Company name changed to Beardsley-Wolcott. Flimsy chrome specimens from mid thirties with cut-rate chain-store labels (such as ELECTREX, United Drug Co.) exist.

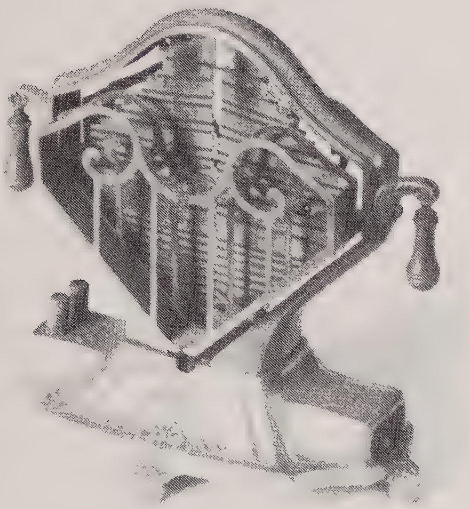
PRICE - $60.00

Fig. 84



No model no. - by Gold Seal Electric Co., Cleveland. Probably one of the last sidewinders made. Modest quality, suggestion of 'modern' design, marked 'patent applied for'. Another provincial brand, product probably circulated via chain stores.

PRICE - $45.00



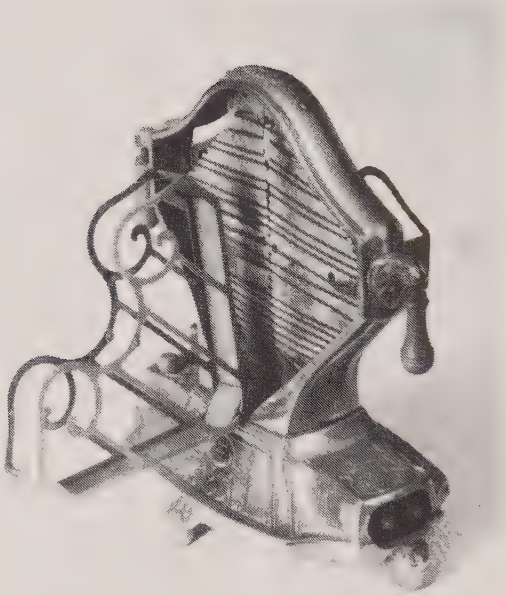


Fig. 85 & 86 - UNIVERSAL E9419 by Landers, Frary & Clark.

The Good Life never looked better or more certain than in early 1929. More and more people could afford luxuries which industry hastened to supply.

In our mind's eye, we see a board-room, high up on a fifth-floor in down-town New Britain, Connecticut. The Head of the small appliance division is conferring with Warner, Lamb and Curtiss. A far-away look of inspiration illumines their strong Yankee faces. The chairman gives the OK. . .

In May a design patent on the styling of the Ultimate Swinger is granted to George Curtiss. Warner and Lamb have achieved a wondrous mechanical brain for the brain-child, never patented.

Tooling for manufacture involved two complex ornamental brass members for the surrounding frame, along with hand-made patterns and molds for the luxuriously styled base. Lamb began as a pattern maker - he would have lovingly overseen the work.

So, perhaps, was born the most remarkable toaster of all, for the glittering Autumn and Christmas trade of 1929. . .

We will never know how many or few of these ear-ring-handled swingers were made before The Crash of October 1929, but, regretably, the New Britain Yankees knew when, and what, to stop.

But how can such an untoastery toaster even work?

Fig. 86 shows one basket in mid cycle. (Each button controls its own basket.) A full cycle goes like this:

1) Push button. Basket tips away from element and turns 90 degrees clockwise in one graceful motion.

2) Release button. Basket turns a further 90 degrees, regaining its vertical position with its other side presented to the element.

Now, you may suppose, another push and release will repeat the above sequence. Not so!

3) Push button a second time. Basket tips and turns 90 degrees counterclockwise.

4) Release button; basket turns another 90 degrees CCW and regains its vertical composure.

All this is accomplished by a little mechanism 2" by 2" by 1" consisting of about six little levers and a stiff wire spring.

PRICE - $250.00

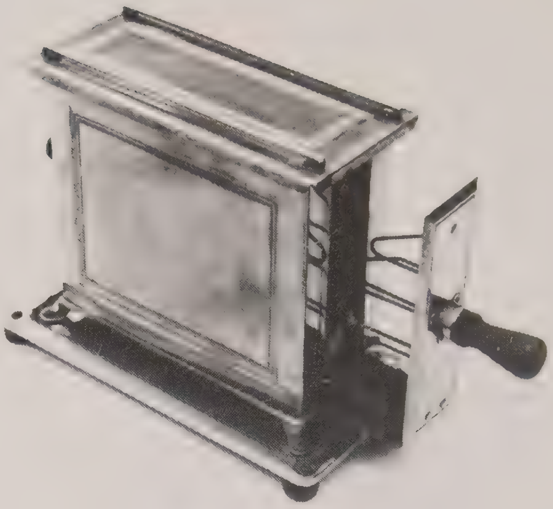
Sic transit gloria mundi

FUNNY TOASTERS

In the Beginning toasters were worked by human hands, carefully; the hungry and hopeful breakfaster positioned bread in the apparatus, supervised, turned and withdrew - toast.

After the treacherous and often smoky dark ages, there was a metamorphosis. Toasters grew and swelled until they began to look like loaves of bread themselves, chrome plated. These are the familiar automatic pop-ups of recent times.

During the period of growth between the two, designers and inventors searched in all directions for triumphs in usefulness, cleverness or appearance. In this section we exhibit just a few that then looked elegant and adventurous, now at once pretentious and naive. With no thought of contempt or condescension, but for convenience, we call them Funny Toasters.



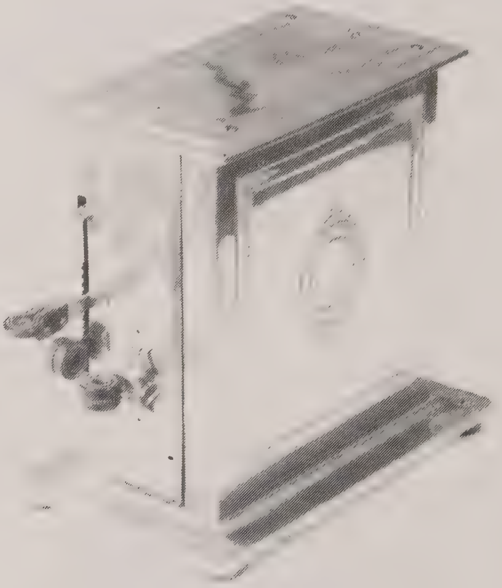


Fig. 87, upper right

UNIVERSAL E 942 by L.F.&C. Designed by Warner & Lamb, patented March 1925 (notice not on toaster). Oven type; you shove in a slice, and pull out the drawer every little while to see what's cooking. Two elements for doing both sides at once. Handsome architectural style. A very similar toaster was designed by Schwartz for Mesco as early as 1919.
PRICE - $30.00

Fig. 88

UNIVERSAL E9422 by L.F.&C., 1925 to 1930. A very early automatic. 1. Pull down short lever to select a notch between light and dark. 2. Pull down long lever; busy buzz of clockwork timer begins. 3. Push in carrier with slice; it latches. 4. Presently, as long lever reaches top of slot, the carrier flies out with a clang, bearing toast. Note: if toast makes smoke signals, lift small catch at top of slot for emergency removal.
PRICE - $50.00

These toasters make steamy toast, one slice at a time (for loners) and get very hot.

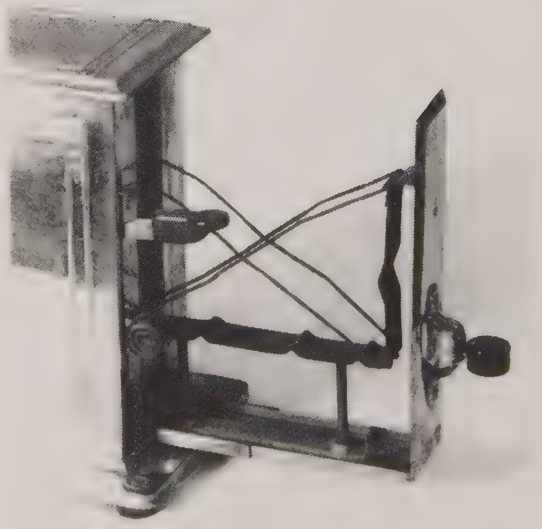
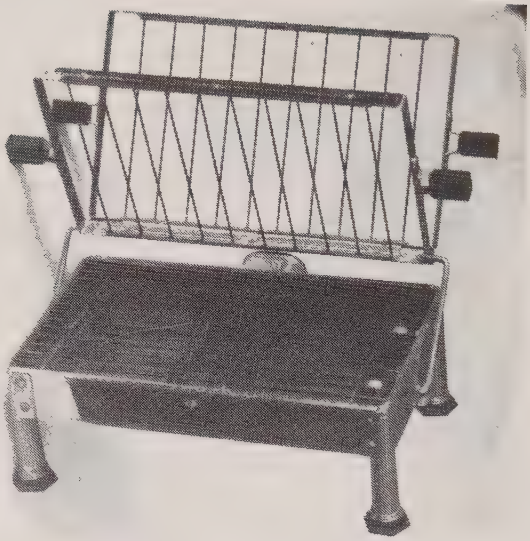
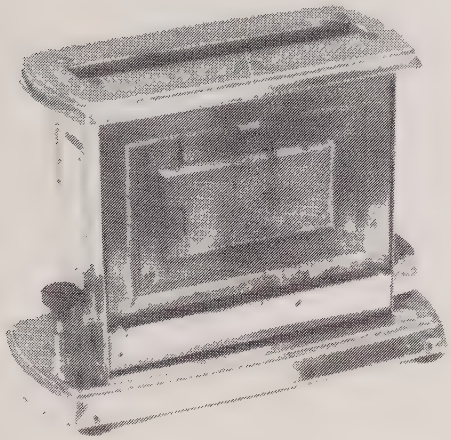


Fig. 89

SUNBEAM horizontal toaster, mid twenties, made by Chicago Flexible Shaft Co., whose original product was the two-man hand-cranked horse clipper. Nice style with imitation engraving and fluted column legs. Most horizontal toasters are unattractive poor performers, omitted from this study. This is an exception, although toast tends to be moist inside when dark outside. **PRICE - $35.00**





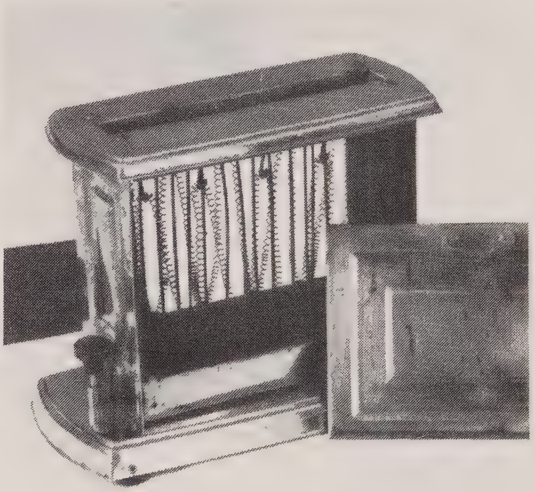


Fig. 90 & 91, above & right

Manning-Bowman article 1227 patented January 1925. Interesting 'convertible' toaster. Drop in the slice. Push down the button and it comes up half way for inspection or discharge. For Melba toast or for cleaning, remove side panels by lifting and tipping. Another loner's model. **PRICE - $45.00**

Fig. 92

TOASTMASTER Automatic Electric Toaster made by Waters Genter, Minneapolis. 1926-1932 approx. This is the first, original pop-up toaster, patented 1926 by Charles Strite, who had invented a restaurant pop-up about 1921. Very high quality; louvres in sides like a Willys-Knight auto hood. Early specimens are nickel plate, later ones chrome. Nice restful slow-ticking timer adjusts for light and dark. One lever winds and sets the timer, the other takes the slice down, latching until timed release. Little catch is for smoke emergency. Two-slice model also made. See newspaper ad, Section 6. **PRICE - $35.00**

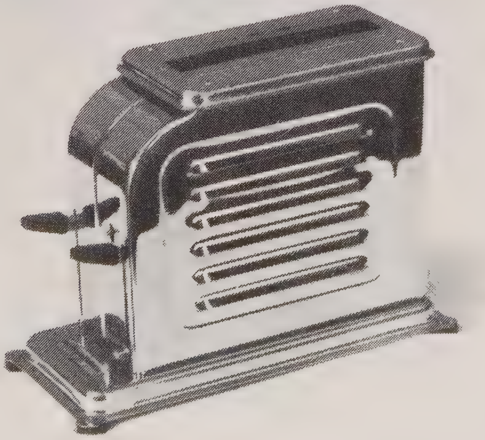


Photo not in scale

Fig. 93

Beardsley & Wolcott, Waterbury, Conn. No model number. 'Patent applied for' elaborate pre-depression pre-art deco style, embossed detail decoration, nice quality nickel plate. This is a Dropper: slice cooks along in the slot until the timer lets one side of the well swing out so toast can slither out. Yet another soloist's toaster. **PRICE - $135.00**

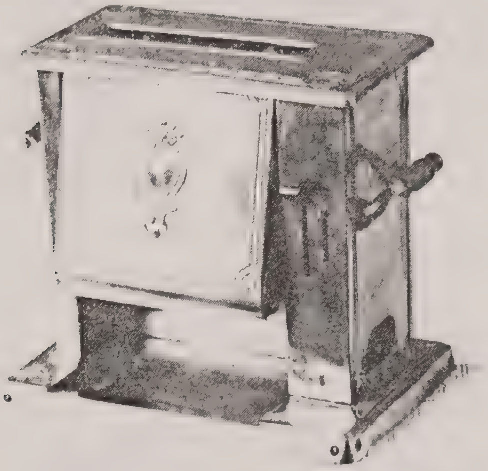


Fig. 94

Lindemann & Hoverson model 205 made by L.&H., Milwaukee, 1930 and after. Designed by Edwin Rutenber of Flip Flop fame after he became free-lance. This elaborate chrome-plated dropper accomodates two slices. Opening the hatch on top closes the bottoms of the slots. Timer then determines cooking and drop-out time. A large and rather ungainly toaster. **PRICE - $125.00**

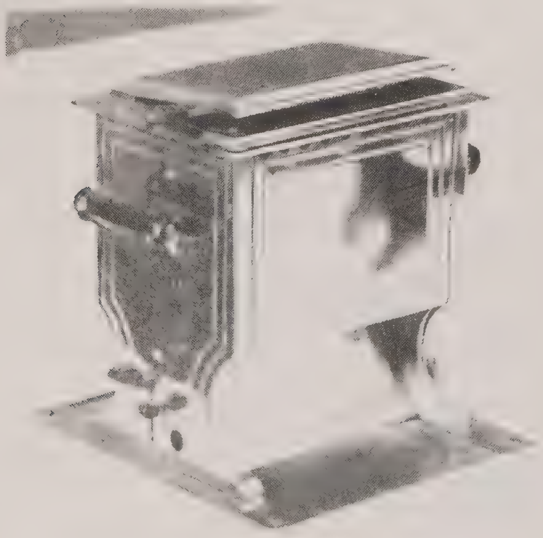


Fig. 95

Toaster by Best Stove & Stamping Co. This is a very early two-slice toaster, illustration from Electrical Retailing, October 1922. Handle draws out a rack. Design and date call for **PRICE - $50.00**

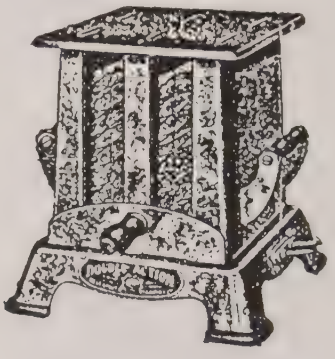
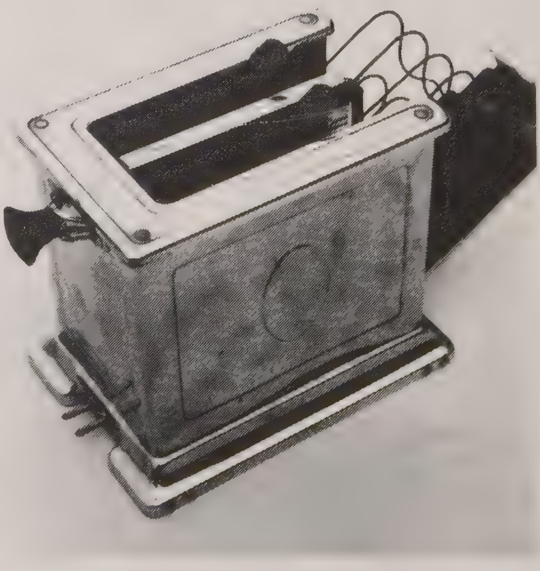


Fig. 96

UNIVERSAL E7722 by L.F.&C., after 1930. A good-looking compact and efficient tipper in chrome. No timer; just keep tipping and watching. Notice the fussy little handle brackets previously used on the Universal E9422 Pop-out. **PRICE - $35.00**



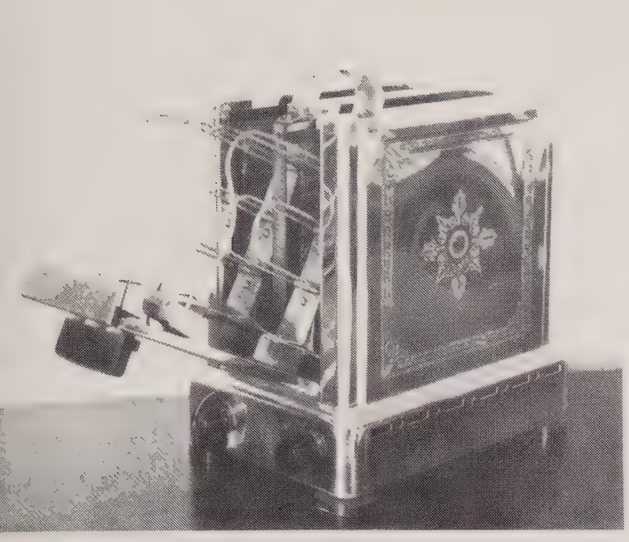


Fig. 97

UNIVERSAL E2122F by L.F.&C., mid thirties. Serious neo-classical décor, chrome. This one has a timer which merely shuts off the heat and rings a bell. Left-hand knob not original.
PRICE - $40.00

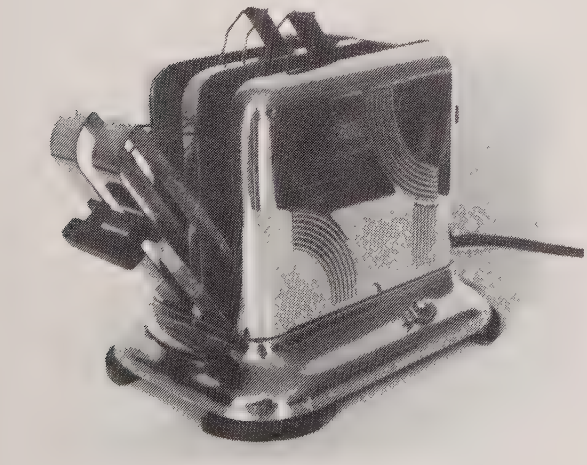


Fig. 98

STAR-RITE Signal Toaster by Fitzgerald Mfg. Co., Torrington, Conn. Made in competition with Universal E2122F, timer shuts off heat and rings bell. This style is slightly later, reflecting Detroit influence. This nice clean specimen was so loved that a switch was installed to bypass the timer when it failed.
PRICE - $60.00

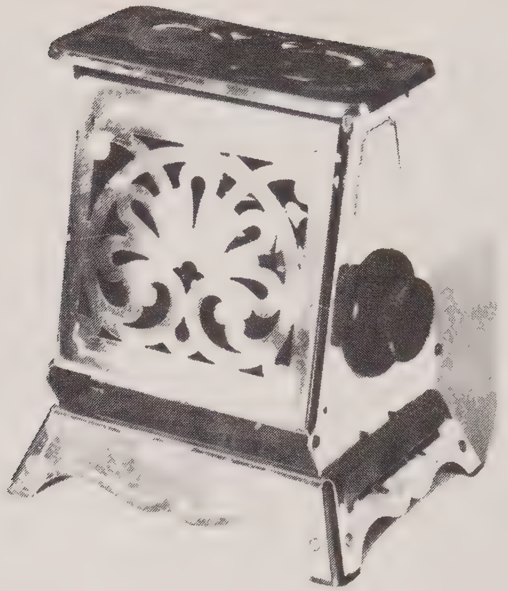


Fig. 99

HOTPOINT 159T33 by Edison General Electric, 1930-1931. Familiar door design, shut-off timer in base, chrome plate. Turning the Great Black Knob when advised by the timer opens both doors at once with a clatter, feature of a 1930 patent. (Also carries first Copeman patent notice.) Others including Fitzgerald patented similar mechanisms. **PRICE - $15.00**

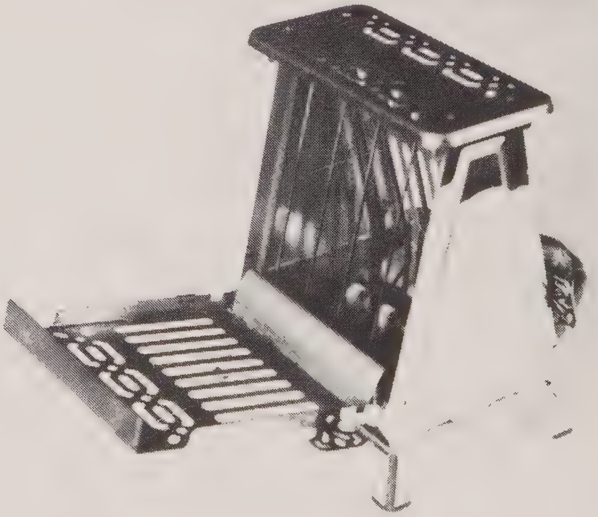


Fig. 100

HOTPOINT 156T25, late twenties. A mystery toaster, closely resembles Hotpoint 125T22, except doors' opening limited as shown, absolutely eliminating the usual slice-turning feature! No mistake: a simple but basic tool change restricts opening. Perhaps part of market research on value of Copeman patents. **PRICE - $15.00**

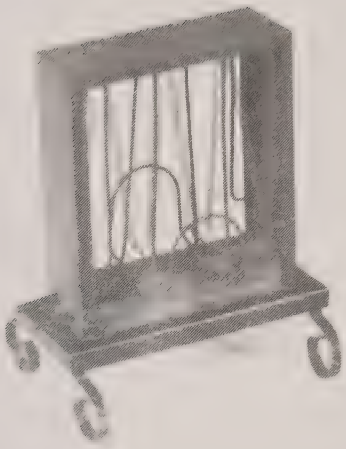


Fig. 101 COOKENETTE, no maker's name, no plating (black baked enamel). A last percher, the basic minimum Depression toaster, and an unconscious award winner in metal sculpture.
PRICE - $50.00

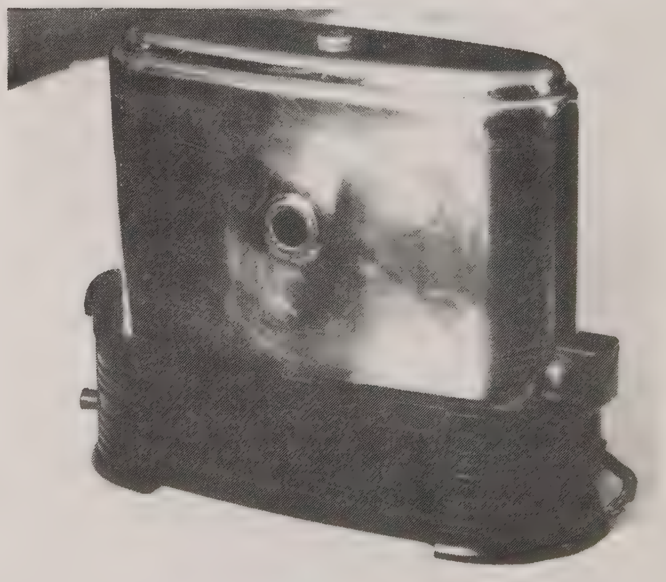
Fig. 102

TOAST-O-LATOR Model J, by Toast-O-Lator Corp., Long Island City, N.Y., late thirties, late forties. A contender for The Funniest toaster. It's large, with vertical slots at the ends. You turn on a switch, and there's a gentle whir as fan cooled machinery in the base starts. You set a lever for light or dark toast, and insert a slice of bread at the IN end. It inches gently away from you, suggesting a car-wash except for the red-hot coils within. The toast can be seen marching slowly past the little window in short jerks (length adjusted by the light-dark lever).

Fantastic!...except for two things.

1. Sometimes you have to put the toast through twice, and 2. sometimes that's too much. You see smoke, and there's not a thing you can do except shut off the power, pick up the whole ungainly thing by the cool base and shake out the cinders.

Original equipment may have included an emergency ram-rod. **PRICE - $150.00**



The Cheerie TOASTOVE

"CHIRRUP! Chirrup! The cricket on the hearth, sang cheerfully, chasing back the shadows"—and Charles Dickens told us of a great cheer.

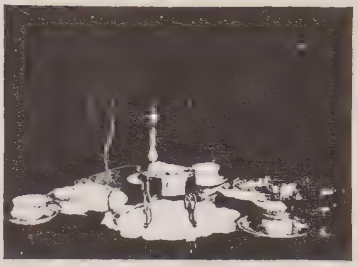
The cheer of the home. Of smiling faces and happy voices. Of days begun in joy, carried with enthusiasm and closing in peace.

The cheeriness of a life of happily lived days!

You know that Life comes from years—which are made of days. That days *begun brightly* are proof against gloom. They assure of cheer. That mornings of sunshine handicap failure. They are compelling of happiness, invite success.

True, breakfast begins the morning. Its color forecasts the day. Even with the sun shining from a blue sky without, a great deal of cheer can be added within. And when it is bitter cold—those bleak mornings that hang so heavily, the grey can be cut—brushed aside and the first meal of the day be made golden. Breakfast can *always* be an inspiration!

The "TOASTOVE" on the table, as you enter the dining room, greets you radiantly. *It is so cheerful.* No dullness, no chill. Its brilliant, gladsome incandescence warms you. Your aroused spirits awaken completely under its penetrating spell. You cannot resist it! You are aglow with pleasant anticipation as you draw up your chair.



"The TOASTOVE on the table—"

A slice of bread is laid upon it. How quickly the response. Something of the faint suggestion of browning wheat—odorous, pungent—fills your nostrils, whets sharp your appetite, infusing an eager zest for the eating. The delicate sense of taste is keenly alive with delightful anticipation. *Your mouth waters* as it does when you are acutely hungry.

You turn the piece and the exquisite brown of the toasted side comes on top.

Hot from the grid to your plate! The butter melting as it smoothly runs over the fresh, crisp toast. Dainty in its perfection, fragrant, delicious,—its subtle, compelling appeal is answered as you raise it to your mouth. Your lips smack. Oh! joy, how good.

How gratifying.

Truly, the *"cheerie"* TOASTOVE—livening the countenance with a ruddy cheerfullness, delighting the whole being with the best of good cheer.

YES, you have guessed it!

—A blushing, polished little "TOASTOVE"—for that's its name. Its smiling warmth comes from the electric current that lights the room when you turn the switch. And the cheerie TOASTOVE works just as simply; you screw the plug into a lamp socket in the chandelier and press the button in *its own* switch that lies so conveniently beside it. The electric energy runs down the jaunty green cord. It heats the spiral coil of the wire beneath the grid of the TOASTOVE to a shimmering red.

"How quickly!" you exclaim. Yes, it responds as if by magic. And so much heat from such a small source. "So clean, too, and no matches." True, and just as safe as your drop light.

And *such* a convenience.

Indeed, the TOASTOVE is ever willing to serve you instantly. And constantly. It can do this in a *hundred ways* of daily need throughout the house. No emergency can be too sudden, no occasion too exacting but that it lends its helpful duty. And *always* so cheerfully.

It becomes the ideal base for the chafing dish blazer. It will boil water. In the TOASTOVE you have the heat equivalent of a burner or opening of the range, available for just as many uses too. And this in a *super-attractive* form, compact, easily movable, ready for instant use at any time.

It will last for years.

Complete text of a booklet promoting the 1909-1910 Hoskins Toaster-Cooker. It dramatizes the novelty and luxury of electric cooking at the table, promising a richer life, almost as did radio and TV in later years. A fascinating period piece of advertising literature.

“To the richness of the home and the cheer thereof”—was well spoken of the TOASTOVE. Each countenance centered around it at the table reflects its animated glow. The child's face flushes with fixed interest as he gazes contentedly into its mysterious “fire.” The guest, unexpected or planned for, is won at once by the hospitable welcome it joyously extends.

The TOASTOVE knows no restrictions in occasions for its appreciative use.

Indispensable as it is for the cheer and comfort of the breakfast table, it forms a delight for the dainty luncheon and a lively relish to the late supper. To the dinner, its quickness, its availability make it a *real help,* enjoyed not more by the others than by the hostess herself. And for those various “between-time” meals the TOASTOVE assures the delightful cheer of any fare.

To the mother, what a happy assistant! The TOASTOVE is never failing in its helpful performance of many little duties in the care of the child—especially the baby. Instantly ready at any time to warm the milk, or to take the chill off the room for the little one's bath. The TOASTOVE is *indeed* a delight to the nursery; and such a source of happy interest to the children.

“The child's face flushes with fixed interest—

—as he gazes into its mysterious fire.”

Should there be illness in the home, the TOASTOVE displays one of its especial charms. In the sick room it is a *blessing.* So easily carried here, just as easily connected to the lighting circuit, a mere snap of the switch brings at once into service a rosy heat. And here, too, it is *so* cheerful.

SEASONS to the TOASTOVE, mean only added variety. It offers a grateful relief from the oppressive heat of the Summer kitchen, enabling the light meal to be prepared gaily at the table. To the porch party it adds the finishing enchantment, serving hot and crisp the toasted sandwiches.

In the Winter there is not one of the informal gatherings or set functions to which the TOASTOVE will not add grace and lend its cheer.

To watch a group of people, young and old, toasting marshmallows above its radiant grid—just this is a glad inspiration. *And then to do it yourself!* There's something so attractive about it, so fascinating.

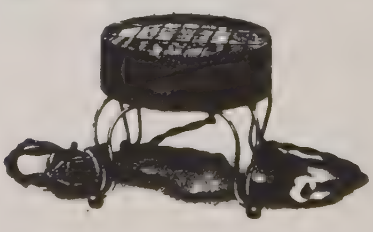
—Just as there is in popping corn over its clear, intense heat. You marvel. Lightly, quickly, the yellow kernels burst into dancing whiteness as if from pure joy they answer the warmth and cheer of the TOASTOVE.

It *surely is* a gay entertainer and the conversation it inspires is all of the merriest.

Long after the pleasing novelty of its use has given place to feelings of daily necessity in your home, the cheerie TOASTOVE will command the pointed attention and admiration of your friends.

—And for all this *lasting* wealth of practical, every-day service, of varied entertainment and loads of cheer—how small the investment. The price of the TOASTOVE is five dollars. Electric energy to operate it, costs at the rate of but one cent for every *thirty* pieces of toast.

Unique, attractive, serviceable, ever ready—“*cheerie,*” the “TOASTOVE *is wanted* in your home. *You can* answer this need. Call for it.



GENERAL (GE) ELECTRIC
Radiant Toaster

Make Crisp, Delicious, Golden-Brown Toast on the Breakfast-Table

The four spiral coils of wonderful **"Calorite"** wire get red hot in a few seconds. With this radiant heat you can make a slice of toast a minute for 1/10 of a cent a slice.

This toaster lasts a lifetime. All toasters are thoroughly tested before shipment.

On a severe life test one G.E. toaster remained in perfect working order for 18,875 hours. This toaster - making 10 slices of toast for every breakfast - would have lasted a family over 225 years.

It was a regular stock toaster.

Accept no substitute.

If you cannot get it from your lighting company, electric supply dealer, or from the department and hardware stores selling similar appliances, write us.

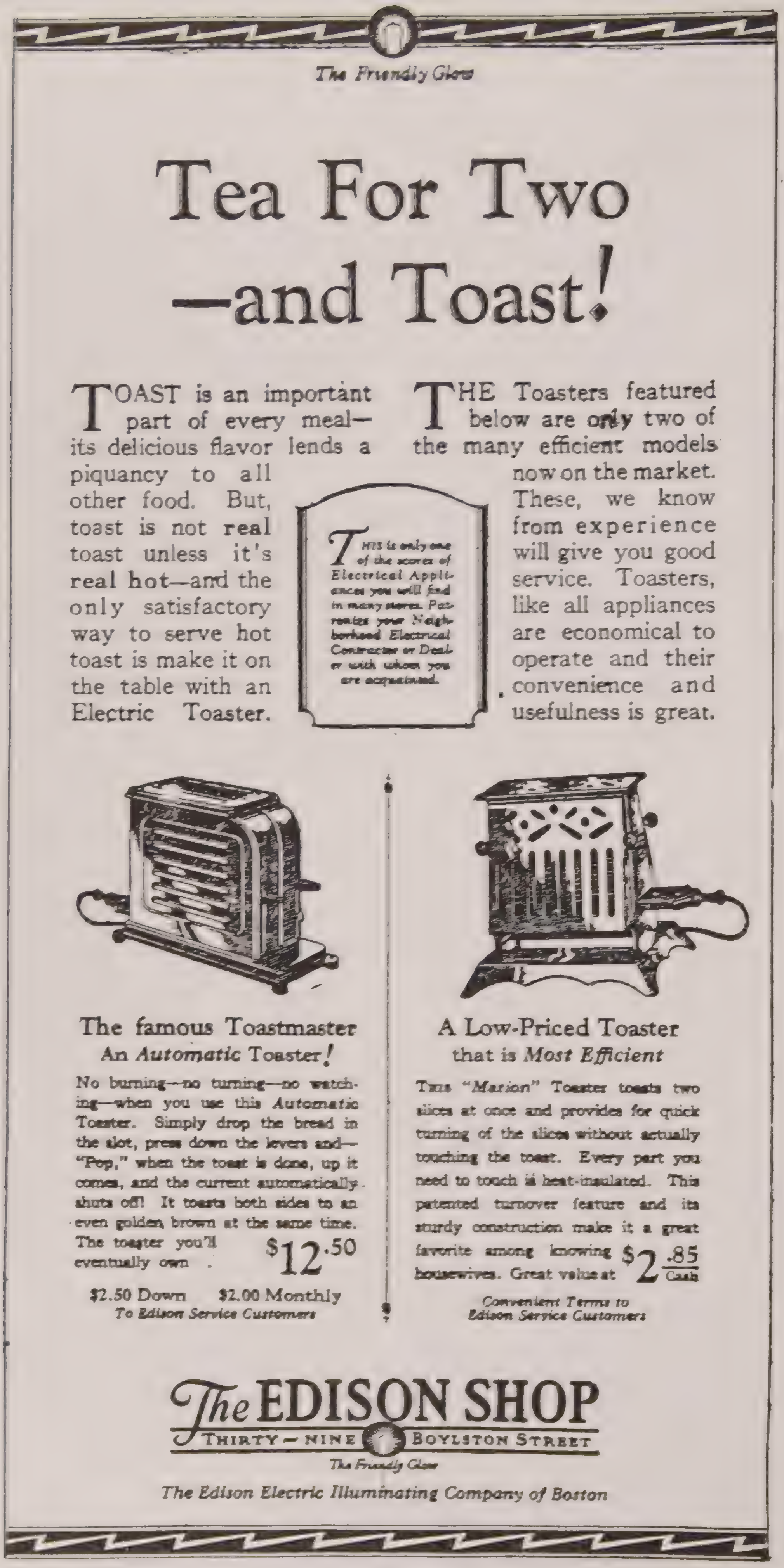
For $4.50 we will deliver prepaid through our nearest representative, one toaster complete with rack and attaching plug. With hand decorated base, shown above, $1.00 extra.

Be sure to state the voltage of your electric lighting circuit.

+ + + + + + + +

Copy from a 1912 Good Housekeeping ad for the second version of the D-12 toaster.

1. 1/10 of a cent a slice works out to 6 cents per KWH.
2. Use of G.E.'s Calorite implies that Hoskins' legal action had begun by this date.
3. Hand decorated means low firing-temperature decals applied by hand. They are quite lovely.
4. Observe that substitutes are available - perhaps referring to the mystery toaster in fig. 21.



The Friendly Glow

Tea For Two —and Toast!

TOAST is an important part of every meal—its delicious flavor lends a piquancy to all other food. But, toast is not real toast unless it's real hot—and the only satisfactory way to serve hot toast is make it on the table with an Electric Toaster.

THE Toasters featured below are only two of the many efficient models now on the market. These, we know from experience will give you good service. Toasters, like all appliances are economical to operate and their convenience and usefulness is great.

THIS is only one of the scores of Electrical Appliances you will find in many stores. Patronize your Neighborhood Electrical Contractor or Dealer with whom you are acquainted.

The famous Toastmaster

An *Automatic* Toaster!

No burning—no turning—no watching—when you use this *Automatic* Toaster. Simply drop the bread in the slot, press down the levers and—"Pop," when the toast is done, up it comes, and the current automatically shuts off! It toasts both sides to an even golden brown at the same time. The toaster you'll eventually own . $12.50

$2.50 Down $2.00 Monthly
To Edison Service Customers

A Low-Priced Toaster

that is *Most Efficient*

THIS "*Marion*" Toaster toasts two slices at once and provides for quick turning of the slices without actually touching the toast. Every part you need to touch is heat-insulated. This patented turnover feature and its sturdy construction make it a great favorite among knowing housewives. Great value at $2.85 Cash

Convenient Terms to
Edison Service Customers

The EDISON SHOP
THIRTY—NINE BOYLSTON STREET
The Friendly Glow
The Edison Electric Illuminating Company of Boston

From
The Boston Globe
March 29, 1927

F. E. SHAILOR.
ELECTRIC HEATER.
APPLICATION FILED JULY 12, 1909.

950,058. Patented Feb. 22, 1910.

Fig. 2.

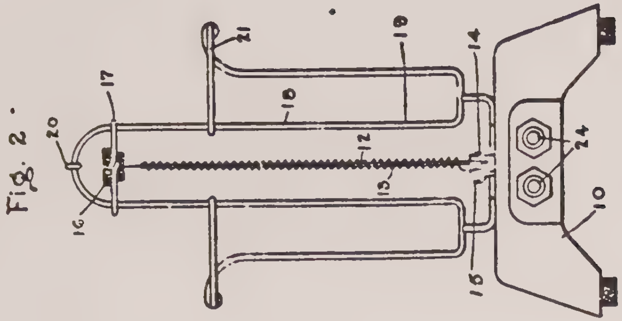
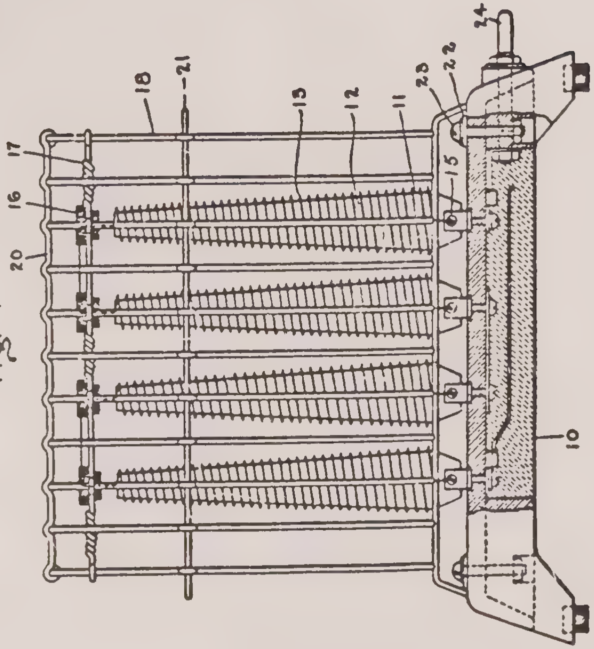


Fig. 1



WITNESSES:
J. Ellis Elen

INVENTOR
FRANK E. SHAILOR.
BY Albert G. Davis
ATTY.

General Electric D-12, first version

J. I. AYER.
ELECTRIC TOASTER.
APPLICATION FILED OCT. 26, 1909.

951,765. Patented Mar. 8, 1910.

Fig. 1.

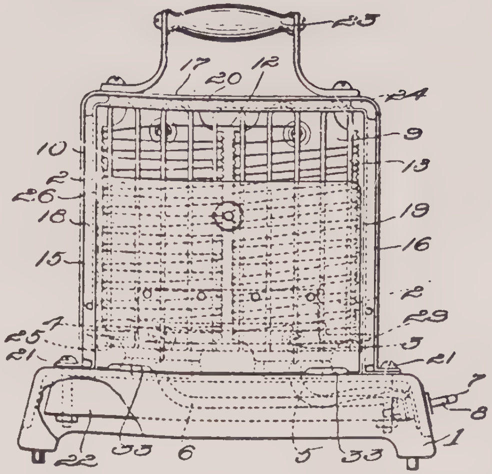


Fig. 2.

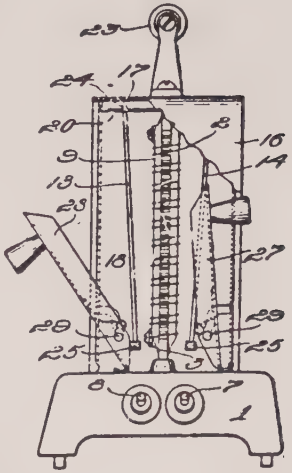


Fig. 3.

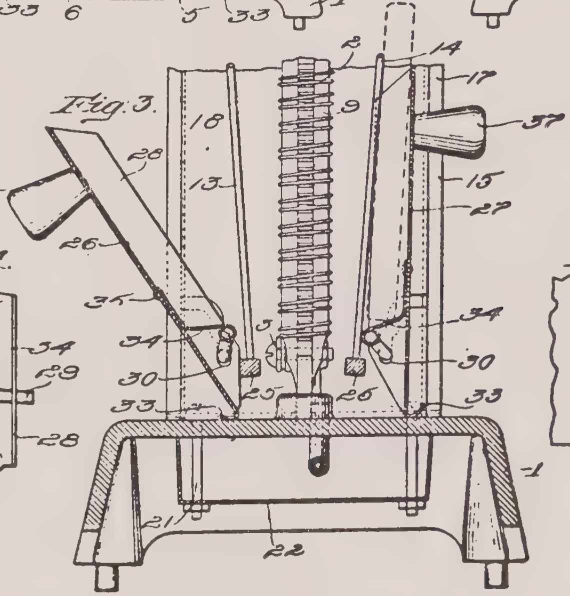


Fig. 4.

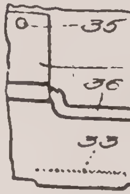
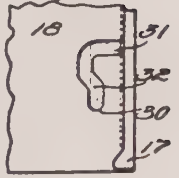


Fig. 5.



Witnesses:
Jane G. Holton
Edward Maxwell

Inventor:
James I. Ayer.
by Geo. S. Maxwell
Atty.

Simplex Electric Heater Co. T211

S. A. WILTSIE.
TOASTER.
APPLICATION FILED JAN 22, 1912.

1,105,230.

Patented July 28, 1914.

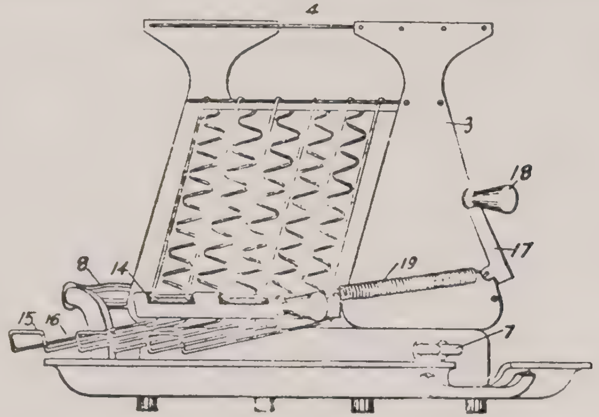


FIG. 1

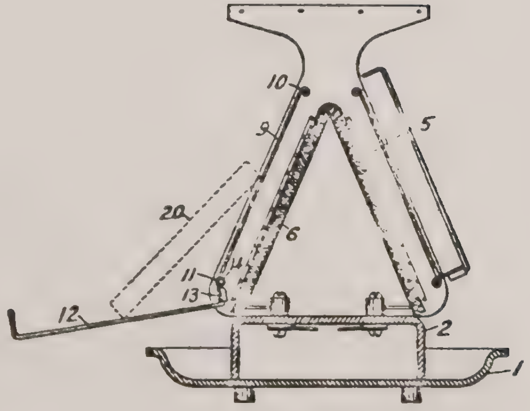


FIG. 2

Witnesses
B. M. Hartman
J. J. Schwartz

Inventor
Spencer A. Wiltsie
by M. Lord
Attorney

Wiltsie's patent, assigned to Copeman

H. B. COPEMAN.
TOAST TURNER.
APPLICATION FILED JUNE 13, 1913.

1,108,552.

Patented Aug. 25, 1914.
4 SHEETS—SHEET 1.

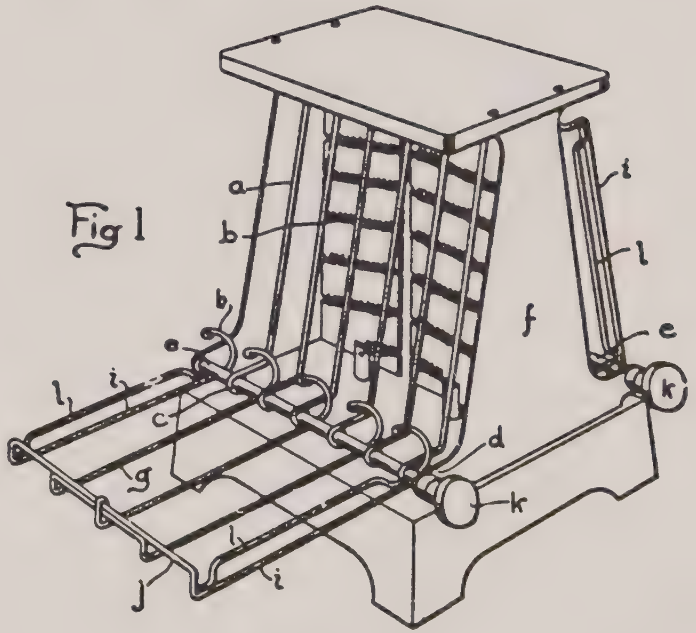


Fig 1

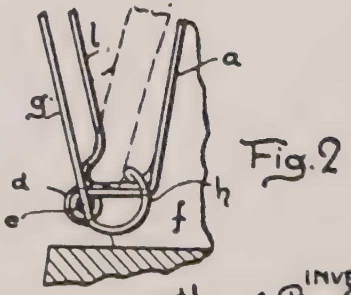


Fig. 2

WITNESSES
Virginia E. Spratt

INVENTOR
Hazel B. Copeman
BY
Raymond A. Parker
ATTORNEY

Hazel B. Copeman's patent

F. W. COLLIER.
TOASTER.
APPLICATION FILED FEB. 15, 1917.

1,358,932.

Patented Nov. 16, 1920.
2 SHEETS—SHEET 1.

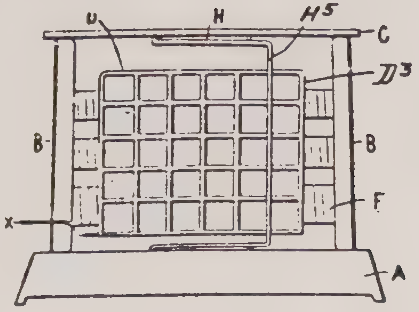


FIG. 1

Collier's patent first used by Electroweld

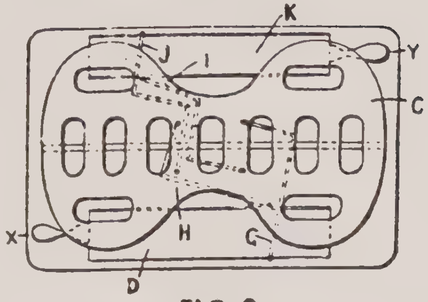


FIG. 2

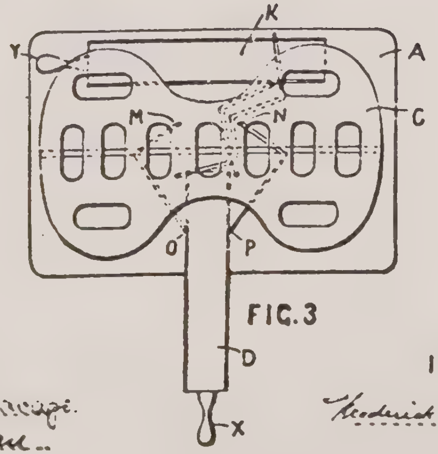


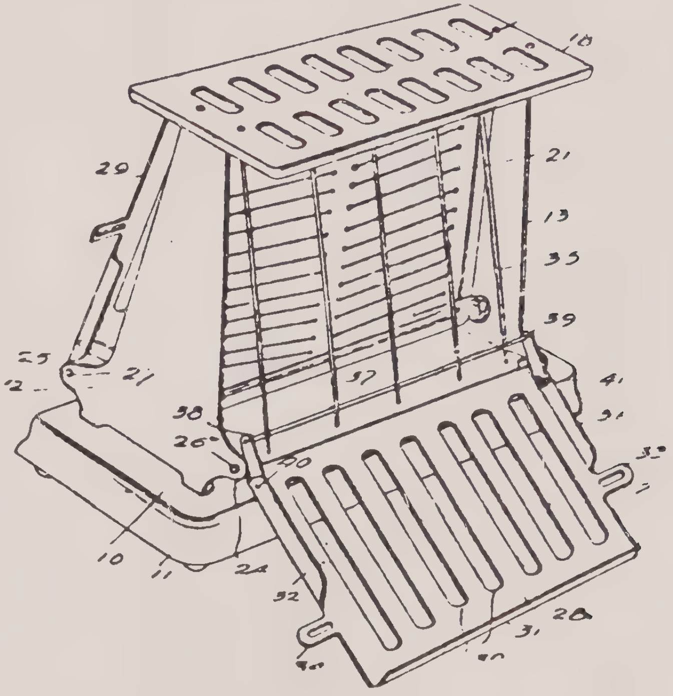
FIG. 3

WITNESSES

INVENTOR

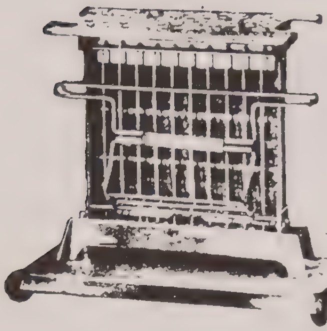
Frederick William Collier

1,364,811. TOASTER. Edwin A. Rutenber, Marion, Ind., assignor to Rutenber Electric Company, Marion, Ind., a Corporation of Indiana. Filed Mar. 20, 1917. Serial No. 156,051. 10 Claims. (Cl. 219—19.)



Rutenber's patent, granted Jan. 4, 1921
(reprint from Gazette extract)

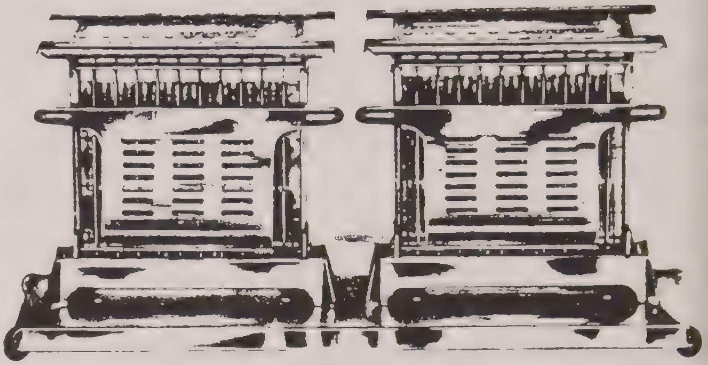
"UNIVERSAL" ELECTRIC APPLIANCES



"Universal" Electric Toaster.

No.	Watts	Weight Packed	Height over all	Nickel Plated	Silver Plated
E941	340	2½ lbs.	6¾ in.	$4.00	$5.00

When ordering, add letter N to number for nickel plated, S for silver plated.
Packed one in a carton.



"Universal" Electric Twin Toaster.

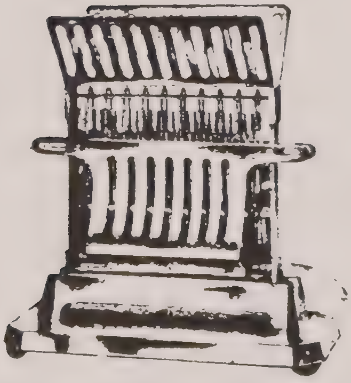
No.	Watts	Weight Packed	Height over all	Nickel Plated	Silver Plated
E943	640	3⅞ lbs.	6⅝ in.	$8.00	$10.00

When ordering, add letter N to number for nickel plated, S for silver plated.
Packed one in a carton.

All Appliances on this page are furnished with a six-foot mercerized silk finish flexible cord and triple contact terminal plug.

When ordering, specify voltage.

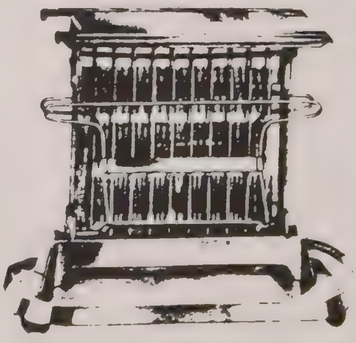
"THERMAX" ELECTRICAL APPLIANCES



"Thermax" Electric Toaster.

No	Watts	Weight Packed	Nickel Plated	Silver Plated
E1942	340	2⅛ lbs.	$4.00	$5.00

Complete with six-foot flexible cord and triple contact terminal plug.
Packed individually in cartons.

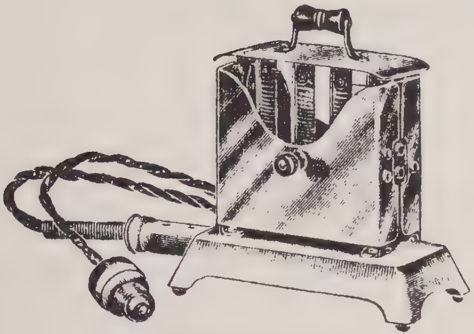


"Thermax" Electric Toaster

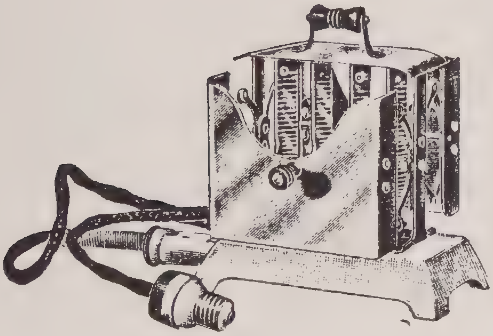
No.	Watts	Weight Packed	Nickel Plated	Silver Plated
E1941	340	2¼ lbs.	$3.50	$4.50

Complete with six-foot flexible cord and triple contact terminal plug.
Packed individually in cartons.

MESCO ELECTRIC TOASTER.



With Doors Closed



With Doors Open

The adjustable doors that hold the bread can be placed close to the heat unit for making toast quick and crisp, or they can be withdrawn to the proper distance for making a hard brown toast. If doors are pulled out full distance the toast remains hot, but will not burn. Can be served in three minutes after current is turned on The only Electric Toaster with this essential feature. Can be used on either direct or alternating current. Made for 110 to 120 Volt circuits. Also for 220 to 250 Volt circuits.

Highly polished nickel plated brass. Solid porcelain base. Mechanical heat regulator. Low current consumption. Not the cheapest, but the best.

The lower cut illustrates the Mesco Electric Toaster with the sides extended, showing how the toast may be kept warm without burning

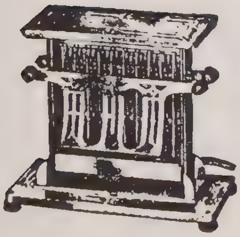
Price includes cord, connector and plug.

List No.		Price
575	Electric Toaster, N. P., 110 V., 450 W.	**$6.00**
576	Electric Toaster, Silver Plated, 110 V., 450 W...	**10.00**

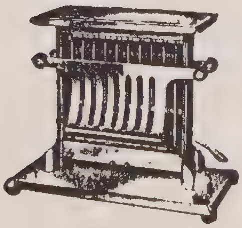
Toasters for 220 Volts can be supplied on order at the same price.

FROM 1914 MESCO CATALOG

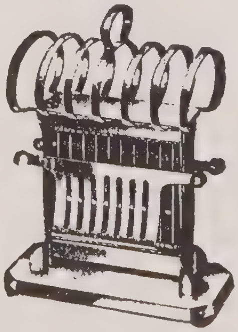
UNIVERSAL HEATING APPLIANCES



No. E-944 Toaster



No. E-946 Toaster



No. E-945 Toaster

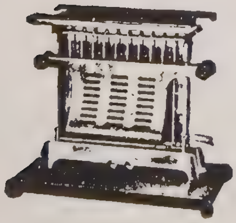
FROM 1919

WETMORE-SAVAGE

BOSTON CATALOG

UNIVERSAL TOASTER

Nickel-plated



No. E-1941 Toaster

Universal Toasters are so constructed that the bread, when being toasted, is placed within one-quarter of an inch of the heating unit over its entire surface, thus insuring uniformly browned toast and very low current consumption.

Trade No.	Mfrs. No.	Watts	Height Over All Inches	Ship. Wt. Lbs.	Price Each
90680	E-944	340	6¾	2½	$6.85
111849	E-946	340	6¾	2½	6.35
111850	E-945	340	10	2¾	6.85

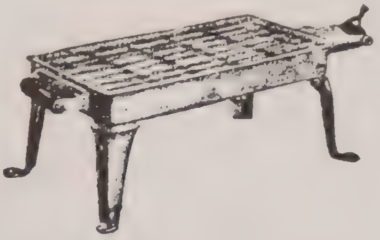
THERMAX TOASTERS

For Campaign Purposes, Nickel-plated

111854	E-1941	340	6¾	2½	6.35

TOASTER STOVES

HOT POINT

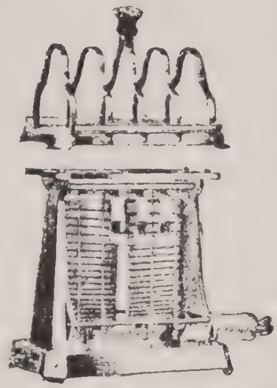


Large enough for Two Slices of Bread, or One Slice with Small Coffee or Tea Pot; Fries Eggs or Chops; Boils Small Quantities of Food; **Nickeled** Steel Frame and Legs. Furnished with Cord: Attachment plug and Interchangeable Contact Plugs.

Each

NO. 20301—Size Over All, 5½x10½x4 Inches; Wattage, 500; Weight Each, 1¾ Lbs. **$6.50**

TOASTERS

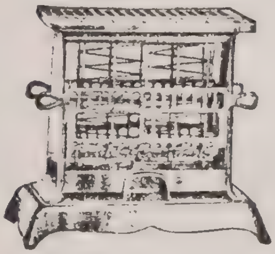


Gravity Operated Bread Clamps can be raised with slice of Bread; Racks are 4½x5¼ Inches, and are larger than the slices of a Standard Loaf. Separate Toast Rack Fits Top of Toaster Snugly; Provides a Handy Receptable for Passing Toast. Ebonized Wood Handle; Toaster and Toast Rack **Polished Nickel Plated** Steel. Furnished with Seven Feet Asbestos Covered Cord; Attachment and Lamp Socket Plugs.

Each

NO. 114T5—Size Over All, 4x6¾x7 Inches; Wattage, 450. Weight Each, 2 Lbs. Capacity 2 Slices. **$7.25**

NO. 20203—Rack Separately . . . . **.75**



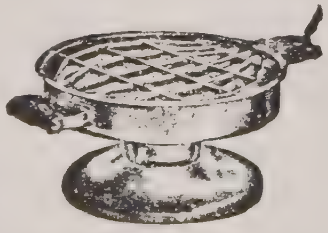
Colonial Design; Sturdy Construction, Toasts Two Slices at one time. A Spring Actuated Clamp Holds Bread in Position while Toasting. Made with **Highly Polished Nickel Plated** Frame, Base and Rack. Base Fitted with Fibre Tipped Feet to Protect Table Surfaces. Flat Top may be used to keep Toast, Cereal or Coffee Hot. Furnished complete with Flexible Cord and Socket Attachment Plug.

Each

NO. 115T1— Capacity, 2 Slices; Height 8 Inches; Base Diameter, 4x9 Inches; Wattage, 550; Weight Each, 2 Lbs. **$7.25**

RADIANT STOVES

HOT POINT



Cooks Ordinary Dishes. Regular Kitchen Cooking is done with Current from a Lamp Socket; Full heat in Fifteen Seconds; Steel Chafing Dish Design; Planished Brass Reflector. Under Glowing Coil Type Element; Top is removable for cleaning. May be Used with Ovenette for Baking or Roasting; Asbestos Covered Cord, Lamp Socket Attachment Plug and Interchangeable Contact Plug.

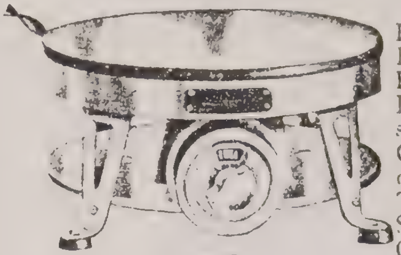
Each

NO. 20302—Diameter, 7¼ Inches; Height, 4 Inches; Wattage, 550; Weight Each, 2 Lbs. . . . **$7.00**

One in a Unit Carton—Six in a Standard Package

DISC STOVES

HOT POINT

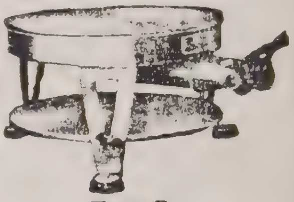


Type C

Cast Top; Stand and Fibre Tipped Base of Pressed Steel, Nickel Plated Finish. Seven, Eight and Nine Inch sizes are for Kitchen Cooking; Cannot be connected to a Socket. Three Heats, Snap Switch Controlled; Operates on Direct or Alternating Current.

THREE HEATS

NOS.	40102	40103	40104	40105
Diameter, Inches. .	6	7	8	9
Wat'ge	600-300-150	800-400-200	950-475-237	1100-550-225
Weight, Lbs.	6	7½	9½	11¾
Each.	**$10.25**	**14.25**	**16.50**	**19.50**

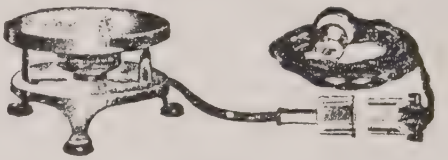


Type B

Cast Iron Top, Pressed Steel Nickel Plated Base with Fibre Tipped Legs, operates on Direct or Alternating Current; furnished with Asbestos Covered Cord. Attachment and Interchangeable Contact Plug.

Each

NO. 40101—Single Heat. Diameter 6 Inches; Wattage, 600; Weight Each, 5 Lbs. **$9.00**



Type A

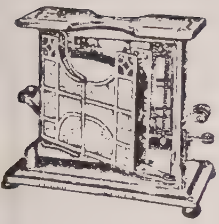
Small and Light for Traveler, Roomer or the Home; Pressed Steel Disc and Base; **Polished Nickel Finish**, Fibre Tipped Legs. Furnished with Cord and Attachment Plugs; Special Separable Plug in Cord.

Each

NO. 40106—Diameter, 4½ Inches, Wattage, 400; Weight Each, 1½ Lbs. **$7.50**

Selection of small Hotpoint appliances, including second and third toaster models, about 1919 - just before or just after GE-Edison takeover.

ELECTRIC TOASTERS
Universal

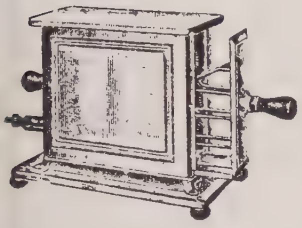


Reversible

The patented easy swinging bread rack opens like a door and allows the bread to be quickly turned without being touched by the fingers. Nickel plated. Equipped with 6 ft. art silk cord and attachment plugs. 500 watts.

No. E947. Height over all 7 in., takes slice of bread 4x4½ in., weight packed 3 lbs. . . . . .each, **$9.00**

One in a carton

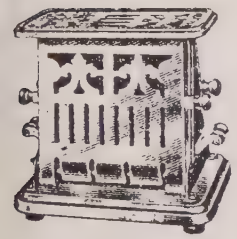


Oven Model

Toasts both sides of bread at same time. Nickel plated finish. Ebonized handles and feet. Wire rack holder for bread 4½x6 in. Equipped with 6 ft. art silk cord, snap switch and separable attachment plug. 550 watts.

No. E942. Height over all 7¼ in., takes slice of bread 4½x6 in., weight packed 3 lbs. . . . . .each, **$8.50**

One in a carton

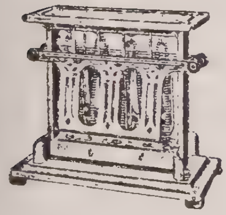


Turn Easy

Turns the toast by simply turning the bread rack outward with the thumb and finger. Nickel plated. Equipped with 6 ft. art silk cord and attachment plugs. 625 watts.

No. E9412. Height over all 7⅜ in., takes slice of bread 5½x5¼ in., weight packed 3½ lbs. . . . .each, **$8.00**

One in a carton



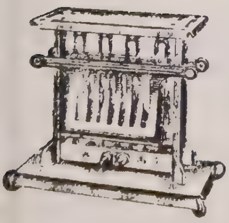
Standard

Bread holder with strong spring keeps bread firmly in place insuring evenly toasted bread. Cool fibre handles and feet. Nickel plated. Nichrome coil unit. Equipped with 6 ft. art silk cord and attachment plugs. 550 watts.

No. E948T. Height over all 7¼ in., takes slice of bread 5½x4½ in., weight packed 2¼ lbs. . . . .each, **$5.75**

One in a carton

Thermax



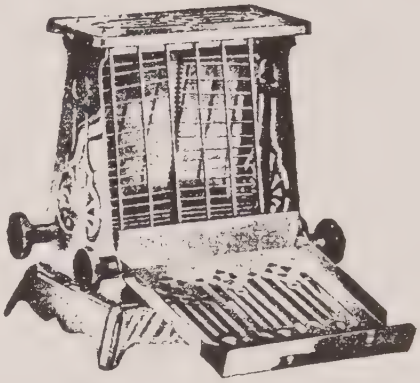
Full nickel plated. Equipped with 6 ft. cord and attachment plugs. 500 watts.

No. E3946. Height over all 7⅞ in., takes slice of bread 4½x4½ in., weight packed 2 lbs. . . . . . .each, **$3.75**

One in a carton

L.F.&C. and HOTPOINT Toasters
from 1927 catalog of
BRIGHT & COMPANY,
Reading, Pa.

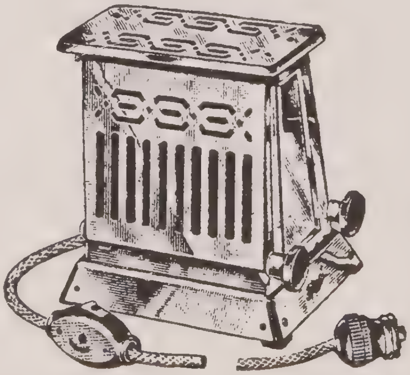
ELECTRIC TOASTERS
Hotpoint



Ornamental Toast-Over

Will toast two large slices of bread without handling. Artistic pierced design. Made of sheet steel, nickel plated. Large black moulded turn knobs will not heat or loosen. Has unbreakable fibre feet. Equipped with 7 ft. cord and plug. 550 watts.

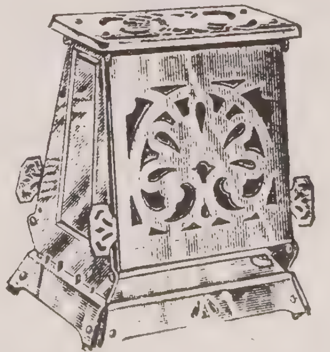
No. 115T17. With attachment plug. Size 6x8x7¼ in., weight 4¼ lbs. . . . . .each, **$8.00**
No. 125T17. With switch plug. Size 6x8x7¼ in., weight 4¼ lbs. . . . . .each, **8.50**



Toast-Over

Will toast two large slices of bread. A turn of the knob flops the bread for toasting on opposite side. Made of steel, polished nickel finish. Composition knobs, fibre feet. Permanently fastened cord, feed-through switch and plug.

No. 125T22. Size 5⅛x7¼x7 in., weight 4½ lbs. . . . . each, **$6.00**



Princess Toast-Over

Will toast two large slices of bread. Has separable plug, semi-concealed non-scratching feet which allows its use on polished table tops. The toast is turned with a simple drop of the side. Reliable open coil heating unit.

No. 117T23. Size 5⅛x7¼x7 in., weight 4½ lbs. . . . . each, **$7.00**

Technical Notes

A major enjoyment of old toasters is in using them. Not only is the toast refreshingly crisp, the pyrotechnical appeal of visible red hot wires is genuine. Here is some advice.

Line voltage was usually marked on early toasters because it varied from region to region, and you ordered your toaster to match your service. If you plugged a 106-volt toaster into a 112-volt socket, the life of the element would be slightly reduced, and the toast could cook unevenly.

Today, the voltage in all urban areas is from 117 to 123, often the latter, and this can be destructive to a valuable pre-1916 104- or 106-volt toaster. It should not be operated except from a variable-voltage transformer or lamp dimmer of adequate capacity, and with understanding of the relations of current and wattage to voltage.

(Example: an LFC E941 is marked 3.1 amperes and intended for 108 volts. That equals 334.8 watts. If this toaster is connected to 120 volts, the current will be 3.44 amps. and the watts 413 (3.44 times 120). This is probably enough to damage the toaster in a short time.)

Any toaster in good condition rated 114 volts or higher can be safely used on modern circuits.

Caution: many locations have 123 volts; this is your power company's way of making you buy more power than you actually need! All appliances will work on 117 volts, 5 percent less. This is **10 percent** less in power and cost.

Other hazards

There is a risk of shock and fire in old toasters that have been gathering dust during years out of use. Most are safe if gently cleaned out with a small soft paint brush, but it is wise, the first time, to connect to a switched receptacle. (However, any old toaster with visibly damaged mica panels, or distorted elements, should not be tried until after repair.) Stand back and watch for fireworks and a blown fuse. Acrid smoke, small sparks and crackling noises should soon dissipate if all is well.

The professional procedure is to test the toaster with an ohm-meter for partial short circuiting between the terminals and the metal frame after this first firing up. If there is any measurable continuity, consider the toaster dangerous. This is very unusual.

Cords and connectors

Old toasters may have any of six kinds of connections.

1. Two round pins spaced 3/4" - majority of toasters
2. Two round pins spaced 1/2" - a few Hotpoints & M&B's
3. Two flat pins (- -) spaced 3/4" - early Hotpoints, many M&B's
4. Two flat pins spaced 1/2" - some Hotpoints
5. Two flat pins at right angles (— |) - Electroweld only known user
6. Permanently attached cord, sometimes with integral switch

Old fabric-covered cords are authentic and easily found; if needed, there are two modern standard iron cords corresponding to the 3/4" and 1/2" spacings; they will work with round or flat pins. For an Electroweld, a special plug can be improvised - with time and ingenuity - from two small extension cord ends.

Index to Trade Names and Manufacturers

Trade names are followed by their users' names (simplified).

Manufacturers' names are followed by their locations.

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ELECTRIC TOASTERS date only from about 1908. Before that, there was no wire that could stand red heat long enough to work in one.

Meet Albert Marsh, who discovered the necessary magic alloy, and the toasters from the early years.

Follow their evolution, from the Prototoasters and primitive Perchers and Pinchers, to the Turners and Floppers, along with the Swingers and Sidewinders - each a historical species.

An early electric toaster enjoyed a special place in the household: it was not quite a kitchen gadget, and not quite a status symbol. But it was a novelty, in function and design, and it occupied a place of honor at the breakfast table because it delivered fresh hot toast on the spot.

Toasters eventually became commonplace, and ceased to have style and charm as objects; this book ends just before that. Covered is the great period between the presidencies of the Roosevelts.

Rarity and Values

The fair retail price of an antique toaster, like anything else, depends on condition, desirability and rarity. Severely rusted toasters are so difficult and expensive to restore as to be worth very little unless extremely rare.

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